PTEMBER 11, 1944

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PLUS-H MARKETS

Denver is 22nd in Population

Denver is 19th in Retail Sales

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Among Cities East of the Rockies

KLZ

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DENVER MARKET

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THE KATZ AGENCY

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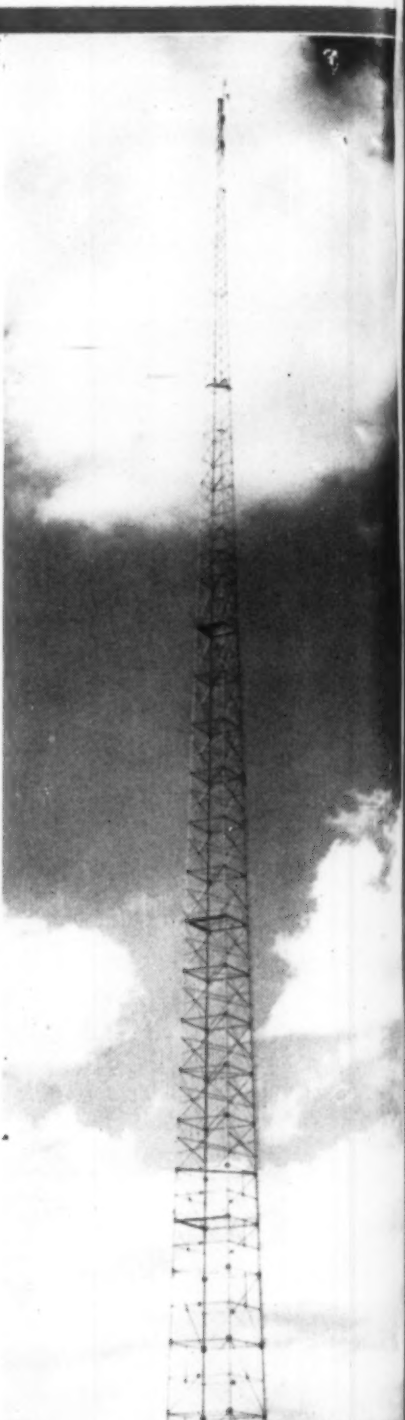

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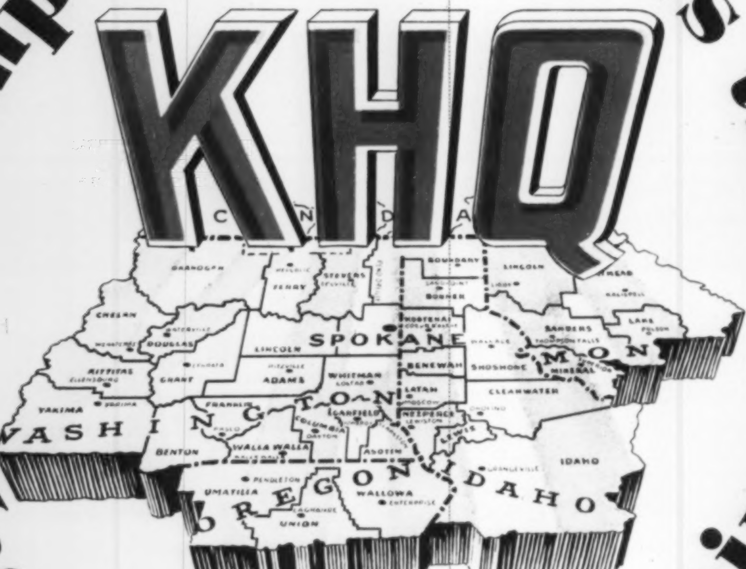
KHQ
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GARFIELD
COLUMBIA
WALLA WALLA
ASOTIN
UMATILLA
UNION
WALLOWA

Vast Inland Empire

The Inland Empire
Nation's Bright Spot

1943 Effective Buying Income	$908,942,000
1943 Farm Income	301,104,000
1943 Retail Sales	482,999,000
*1943 Per Capita Buying Income	2,252
National Per Capita Average	1,103

A Few Comparisons
1943 Buying Income

Spokane Trade Area	$908,942,000
Newark, N. J.	868,191,000
Cincinnati, Ohio	859,868,000
Minneapolis, Minn.	850,267,000
Buffalo, N. Y.	724,400,000

**Second Highest in the Nation—Sales Management Magazine, May, 1944.*

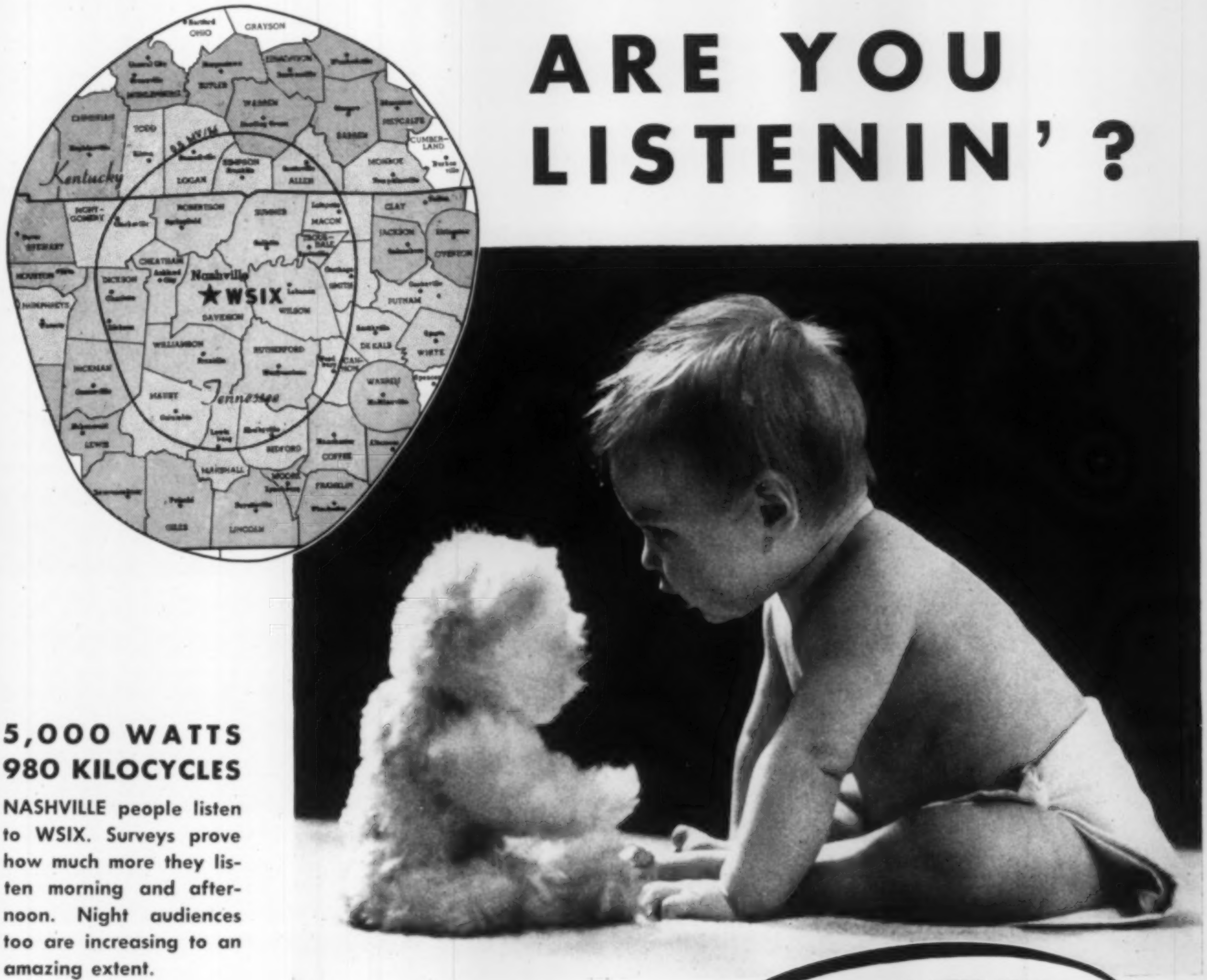
NBC

5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, *INC.*
Radio Central Bldg. Spokane, Wash.

***National Representatives:* Edward Petry & Co., Inc.**

The Only Single Medium *Completely* Covering the Inland Empire

ARE YOU LISTENIN'?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BUTLER
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MONTGOMERY
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SUMNER
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OVERTON
CHEATHAM
HOUSTON
DICKSON
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SMITH
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MOORE
FRANKLIN
GILES
LINCOLN

5,000 WATTS
980 KILOCYCLES

NASHVILLE people listen to WSIX. Surveys prove how much more they listen morning and afternoon. Night audiences too are increasing to an amazing extent.

WSIX's listening area closely parallels the true trading area of Nashville — marketing, distributing and shipping center of a wealthy market. Within WSIX's Primary Area live 803,981 people (1940 Census) who transacted a total retail business of $200,558,000 for the year ending 9-30-43 (Sales Management). WSIX's Primary and Secondary Areas together have a total population of 1,249,962. For low cost and high coverage it will pay you to use WSIX.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

BLUE **MUTUAL**

The top network programs in news and entertainment are skimmed from BLUE and MUTUAL for WSIX broadcasts.

WHO WOULDN'T LISTEN TO -

- Earl Godwin
- Boake Carter
- John B. Kennedy
- Upton Close
- Gil Martyn
- Cedric Foster
- Walter Compton
- Leon Henderson
- Arthur Hale
- Drew Pearson
- Walter Winchell
- Fulton Lewis, Jr.
- Martin Agronsky
- Raymond Gram Swing
- Paul Neilson

THE KATZ AGENCY, *National Representatives*

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Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

They'r

XUM

making a fortune with Fortescue...

In suburban Stoneham, outside Boston, two New Englanders named Eldred and Barbo make and sell good furniture. The other day they signed a contract renewing their participation on Priscilla Fortescue's WEEI program, *Good Morning, Ladies,* for 52 more weeks.

Twenty-seven months ago Eldred & Barbo were just furniture-makers. They decided to open their own retail store in Stoneham. All they needed to get ahead in this pleasant town-out-of-town was some customers. Tough problem. Against gravity, you might say. Ten miles out by bus or by trolley...

Then they heard about Priscilla Fortescue and her daily *Good Morning, Ladies* program. They bought a participation. People began to "come out to Stoneham" to see the furniture she talked about. Eldred & Barbo upped their advertising budget. Then upped it some more. Now they're on Priscilla's program 6 days a week... every week.

Why, some evenings nowadays their sales run into the thousands...

Priscilla's formula is simple, direct. Plain philosophy; friendly chats each day with a guest—maybe a seamstress, maybe a movie star. *Good Morning, Ladies* is selling 11 different products and services a week. (In one recent week three sponsors renewed for a solid year.)

Sooner or later there'll be a chance to put your product or service on her counter. But the right time to fix this—with us, or with Radio Sales—is *now.*

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

WEEI

Columbia's Friendly Voice in
BOSTON • 590 Kc
COLUMBIA OWNED

CBS

When you think of
NEW ORLEANS
you think of:
Fine duck shooting . . .
and
WWL
NEW ORLEANS
50,000 WATTS

WWL Advt.
Nov. 1941

Today—

When You Think of NEW ORLEANS

. . . You Think of

549,281 RATION BOOKS NO. 4

. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

ARK.
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ALA.
GA.
LA.
FLA.
New Orleans
WWL—LAND

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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Nebraska's Capital City Area is "LAUGH HAPPY" because of our THIRTEEN COMEDY PROGRAMS!

BREAKFAST AT SARDI'S
LADIES, BE SEATED
ETHEL & ALBERT
GLAMOUR MANOR
BREAKFAST CLUB
STOP OR GO
MILTON BERLE
LOWER BASIN STREET
MARY SMALL'S REVUE
BLIND DATE
LIFE OF RILEY
NIT WIT COURT
ED WYNN'S NEW SHOW

Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"

C.IERBOURG
COUTANCES
CARTERET
PARIS
SAINT-LO
MASTER QM

Above—Howard L. Chernoff, War Correspondent for the W. Va. Network, pauses somewhere in France during his visits to W. Va. boys in the European Theatre of War.

Pictures tell the story of

PUBLIC SERVICE

by the West Virginia Network and its own

WAR CORRESPONDENT

The distance of war can't help but seem shorter to West Virginia homefronters when they hear the voices of their loved ones via Howard L. Chernoff's trans-Atlantic and recorded broadcasts. We're mighty proud to be able to render such appreciated public service, by having our own war correspondent in France with our own West Virginia boys.

Not only does Chernoff enable the folks back home to hear their loved ones by radio broadcasts, but he also pictorializes his meetings with these boys. We at this network see to it that every mother, wife or family get a photograph of these meetings.

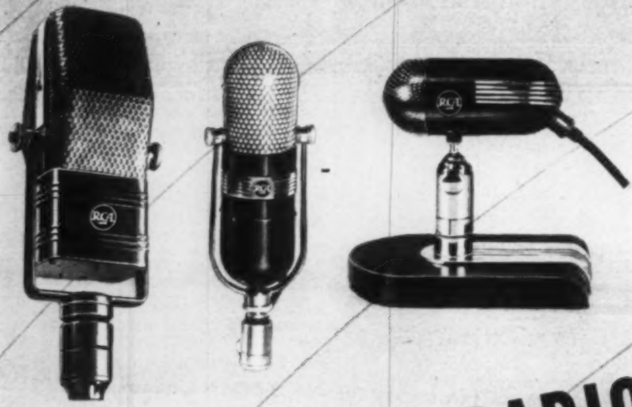
It is our opinion that at this time there is no finer way to serve our listeners. In doing this, we've established a bond of friendship that will carry on through the years.

The West Virginia Network

JOHN A. KENNEDY, President
(On leave, U. S. Navy)

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg

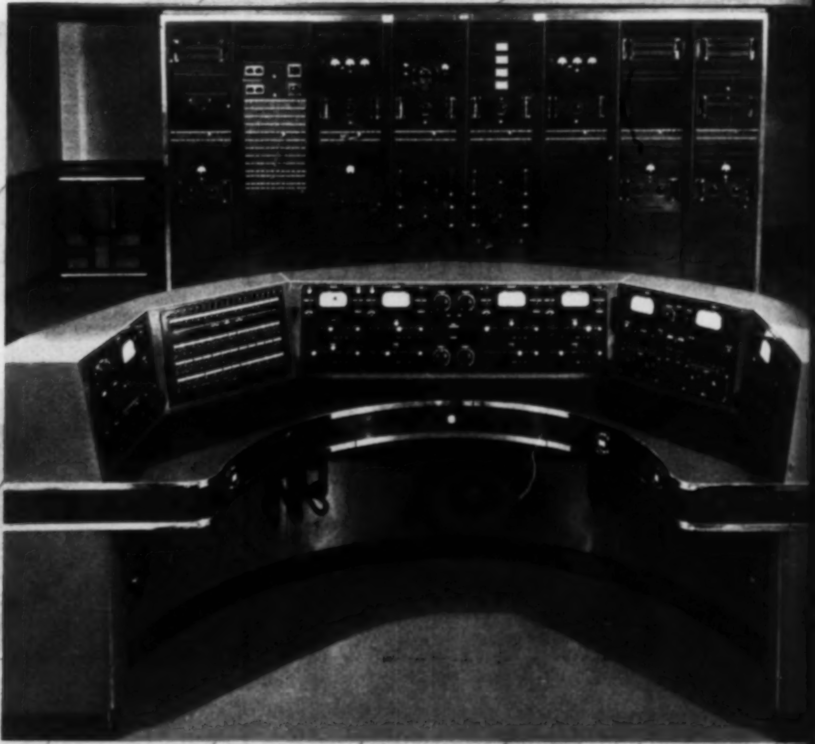
Represented by the Branham Company

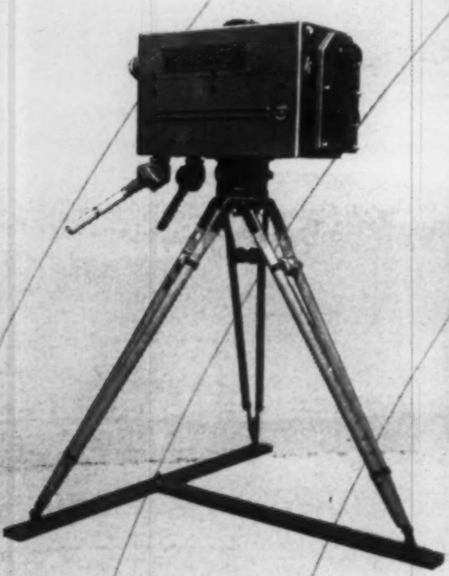


High-quality microphones for AM, FM and Television sound broadcasting.

YOUR RADIO PROGRAM MAY GO

Custom-built control room equipment designed to individual station requirements.





Portable Television Camera — one of many RCA Television developments.

Recent model RCA Turntable offers combination pickup for lateral and vertical transcriptions.

IN SWEET ♩♩♩♩ BUT

HOW WILL IT GO ON THE AIR?

MODERN broadcast stations are so efficiently operated that the advertiser seldom thinks about the studio and transmitter equipment making it all possible. Yet, the whole success of his radio advertising depends on the ability of that equipment to do justice to his program.

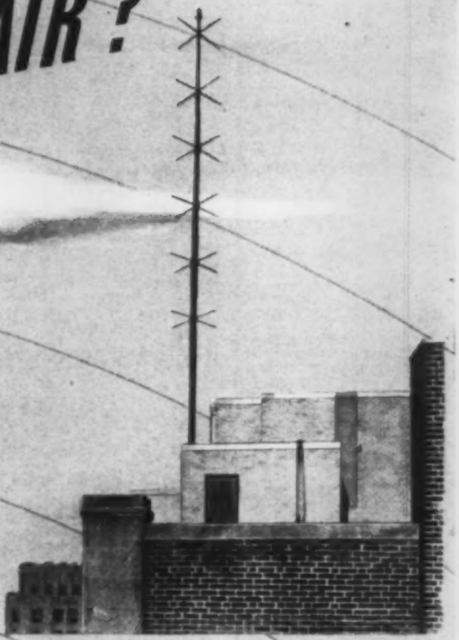
For over a decade RCA has made the finest broadcast equipment available. The station that uses RCA equipment does not gamble on results.

If you are planning to build a broadcasting station, or to sponsor a radio show, remember that you are staking your dollars on *equipment*.

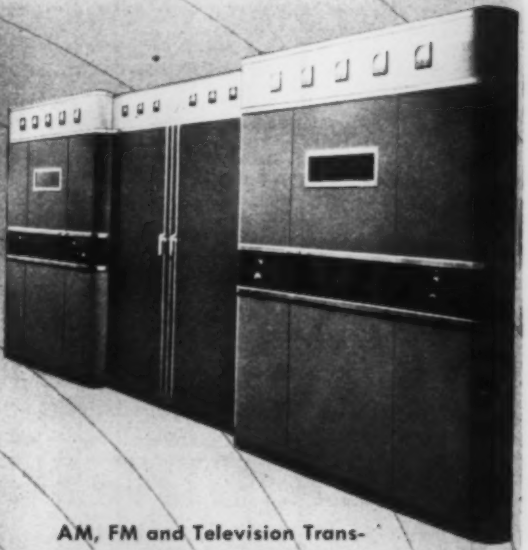
RCA Broadcast Equipment in the station you own, or the stations you use, will give you the kind of support you want — support you can depend on — whether your program goes out via AM, FM or Television.

RCA makes them *all*.

BUY MORE WAR BONDS



Turnstile antennae for FM and Television.



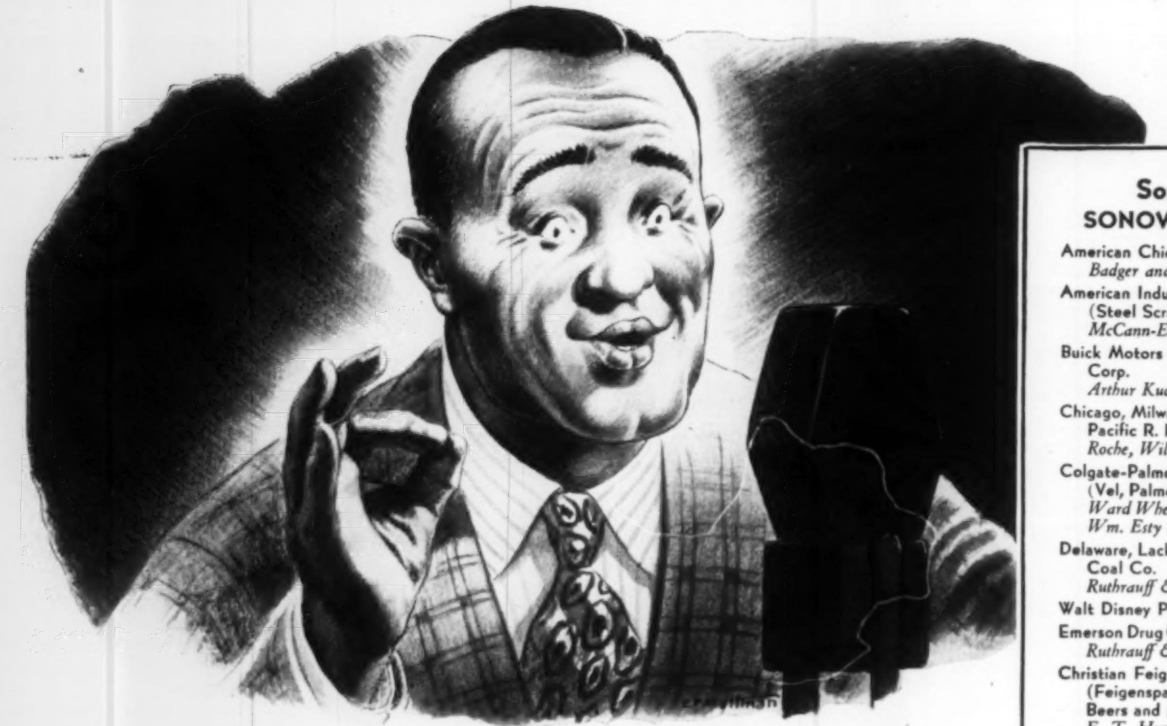
AM, FM and Television Transmitters — RCA makes them all.

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . *In Radio . . Television . . Tubes*
Phonographs . . Records . . Electronics



"I'M A LITTLE ROBIN, FOLKS— SPEAKING FOR ROBIN RINSE!"

Okay, Butch—if you're a little robin, why don't you use Sonovox, and talk in a robin's *voice?*

Sonovox can make birds talk *in words*—can *articulate* in almost any sound But you have only scratched the surface of Sonovox possibilities when you use such elementary ideas as having Towser *bark* a commercial, in words, for Woof-Woof Dog Biscuits! Many of the most effective Sonovox applications are the ones where there's no obvious "tie-in"—where there's merely a good commercial spoken in the sweet voice of a violin, or the hum of a motor, or in any other unusual, memorable voice *that's different!*

Your imagination is the only limiting factor to what Sonovox can do for you. It's a rare opportunity for creative minds.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
SAN FRANCISCO: *111 Sutter* Sutter 1353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.
Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and *Wm. Esty & Co., Inc.*
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.
Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

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*Space no longer permits a complete list of Sonovox users.

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 11 WASHINGTON, D. C., SEPTEMBER 11, 1944 $5.00 A YEAR—15c A COPY

Dewey Demands Free Radio, Revised Law

Asserts FCC's Role Should Be Limited To Technical Regulation

By SOL TAISHOFF

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HOW DOES Gov. Thomas E. Dewey, the Republican Presidential nominee, stand on radio? Does he go beyond the "free radio" plank of the Republican platform adopted last June? Is he opposed to rigid Governmental restraints? Does he favor a ban on sponsorship of news and commentators?

Through arrangements made by the Republican National Committee, I interviewed Mr. Dewey last Wednesday in New York—just before his departure for his first nationwide campaign trip. I found him unusually well informed on all aspects of radio. His answers were brisk and direct.

The views of Franklin D. Roosevelt, the Democratic nominee, are well documented and are reflected in the policies and philosophies of the FCC during the last dozen years of the President's incumbency. Mr. Dewey's views, aside from his thumping endorsement of the "free radio" plank in the GOP platform and his praise for the war job radio has done, heretofore have not been expressed. He pulled no punches in answering my questions.

Role of FCC

Like President Roosevelt, Gov. Dewey knows radio and is an accomplished radio speaker. He is relying heavily upon radio, both network and spot, to carry his ticket to victory in November.

The Republican Platform calls for a "new radio law which will define in clear and unmistakable language, the role of the FCC". I asked Gov. Dewey to elaborate on that. In a twinkling he responded:

"I believe that the FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window."

Gov. Dewey made it clear that the thought of Government ownership or operation of stations is abhorrent to him and to his party. "Radio in this country," he said, "has made its great development as part of our American enterprises. The Government no more belongs in this field than in the field of the newspaper and the magazine."

What about the proposal of Senator Wheeler (D-Mont.) that sponsorship of news and commentators be banned, I inquired.

"It is as bad for Congress to legislate in this field as it is for the FCC to regulate program content," was the rejoinder.

Taking cognizance of the activities of the CIO Political Action Committee in seeking to force radio into giving CIO free radio time, Gov. Dewey said he felt radio should present all points of view and that it should "guard free speech zealously". But he quickly added:

"No organization that is a rump part of one wing of a political party has a right to demand radio time on behalf of its activities for that party."

GOV. DEWEY

Keenly aware of the impending development of both FM and television, Gov. Dewey feels they offer "great potentials for service to the public and to the stimulation of business". Then he observed:

"The role of the Government in assisting industry to advance should be one of cooperation and encouragement rather than attempting to apply new social concepts that would hamstring such developments.

"The development of FM and television is up to private enterprise. The role of the Government is one of reasonable regulation. But when Government steps in to decide who is going to develop what and how, it is outside the province of Government."

In the course of the half-hour interview in his hotel suite, Gov. Dewey talked intimately about his own use of radio, and again complimented the nation's broadcasters for their "splendid war service". He said he was relying heavily upon radio in his campaign because it affords a direct means of reaching the electorate. With us was Henry R. Turnbull, chairman of the planning committee of Duane Jones Co., advertising agency which is handling the GOP account and Mr. Dewey's radio advisor since his campaign for the Empire State's governorship two years ago.

"Radio," said the Governor, "provides the only means by which a candidate for office can speak directly to the whole people. It provides the only way to get personally acquainted with the people. I have always believed in going on the radio on matters affecting the people's interest."

World Problem

When I asked the GOP nominee about his reputation as a "radio precisionist", he smilingly turned to Mr. Turnbull. "Why don't you answer that one, Henry?"

Mr. Turnbull pridefully observed that Mr. Dewey had made 18 fifteen-minute speeches in the last gubernatorial campaign, and had run over "just 20 seconds in one of them". During his tenure as Goernor he has never run overtime.

Gov. Dewey has no set ideas on the FCC's operations. He said his views on "efficient Government" are well known. "I think it is highly important," he added, "that the personnel of all Government commissions should be of the highest calibre and these are the kinds of appointments I will make."

International broadcasting, Gov. Dewey feels, is an important job ahead, and one to be worked out by mutual agreement among nations. On this score, he commented:

"The dissemination of news, information, knowledge and culture among the nations of the world is one of the most important tasks

(*Continued on page 52*)

Highlights of Dewey Interview

THE FCC should stay in the field of regulating technical facilities. When it starts to control program content, free radio goes out the window.

Radio in this country has made its great development as part of our American enterprises. The Government no more belongs in this field than in the field of the newspaper and the magazine.

I think it is highly important that the personnel of all Government commissions should be of the highest calibre and these are the kinds of appointments I will make.

It is as bad for Congress to legislate in this field [banning of sponsorship of news and commentators] as it is for the FCC to regulate program content.

No organization [such as CIO Political Action Committee] which is a rump part of one wing of a political party has a right to demand radio time on behalf of its activities for that party.

The development of FM and television is up to private enterprise . . . . But when the Government steps in to decide who is going to develop what and how, it is outside the province of Government.

Radio provides the only means by which a candidate for office can speak directly to the whole people. I have always believed in going on the radio on matters affecting the people's interest.

I would be in favor of friendly arrangements being made among all nations to permit international broadcasting to achieve real usefulness.

Nets Carry 31 New Sponsored Shows

Commercial Programs Now Total 321 For Season

WITH 31 commercial programs starting on the nationwide networks this fall and 28 resuming after summer vacations, network commercial schedules show a total of 321 sponsored program series for the autumn season. No particular program trend is noticeable among the new programs, which include news, dramatic, musical, comedy, quiz and variety shows, as well as household programs and daytime serials.

This season marks the return to commercial radio of Ed Wynn after an absence of seven years and of Rudy Vallee, after a shorter absence while on active duty with the Navy. It also marks the beginning of a commercial career for *Town Meeting of the Air*, one of the foremost forum programs, which last week did its first broadcast under the sponsorship of *Reader's Digest*.

Fannie Brice and Frank Morgan, co-starred for several years, have their separate programs this season. Harriet Hilliard and Ozzie Nelson, who as singer and orchestra leader have supported other stars for years, Red Skelton most recently, also get a chance at starring on their own program. Jack Benny returns to his old time and network, but for a new sponsor, after ten years with the old one. He also gets a new competitor as General Foods, his former sponsor, is placing Kate Smith on CBS opposite the Benny spot on NBC at 7-7:30 Sunday evenings.

Of the 321 commercial series on the networks this fall, 184 are broadcast in the evening and 137 during the daytime hours, the latter figure including 20 Saturday and 39 Sunday morning and afternoon programs in addition to the usual across-the-board serial drama and news programs. Reversing the trend of a couple of years ago, this fall will see seven programs of an hour or longer on the air: New York Philharmonic Symphony for U. S. Rubber, *Kate Smith Hour* for General Foods and *Lux Radio Theatre* for Lever Bros. on CBS; *General Motors Symphony* and *Kay Kyser's Kollege* for American Tobacco on NBC; *Town Meeting* for *Reader's Digest* on the Blue, and the boxing bouts for Gillette Razor and the *Old Fashioned Revival Hour* on MBS.

The list of new programs taking the air this fall and those resuming their schedules follows:

BLUE

Allis-Chalmers Mfg. Co., Milwaukee (institutional), Oct. 7, *Boston Symphony*, Sat., 8:30-9:30 p.m., 181 stations, Compton Adv., N. Y.

Aluminum Co. of America, Pittsburgh (institutional), Sept. 17, presents Ethyl Barrymore as *Miss Hattie**, Sun., 3:30-4 p.m., 187 stations, Fuller & Smith & Ross, N. Y.

Borden Co. Sales Division, New York (dealers, distributors), Sept. 8, *Happy Island**, Fri., 7-7:30 p.m., 182 stations, Young & Rubicam, N. Y.

Chef Boy-Ar-Dee Quality Foods, Inc., Milton, Pa. (spaghetti and foods), Aug. 19, *What's Cookin**, Sat., 10:30-10:55 a.m., (repeat: 1:30-1:55 p.m.), 189 stations, McJunkin Adv. Co., Chicago.

General Foods Corp., New York (product to be announced), Oct. 2, *Hop Harrigan*, Mon. thru Fri., 4:45-5 p.m. (repeats for central, mountain and western time zones), 190 stations, Young & Rubicam, N. Y.

Kellogg Co., Battle Creek, Mich. (All Bran), Oct. 2, *Jack Berch and the Three Sons**, Mon. thru Fri., 11:45-12 noon, 170 stations, Kenyon & Eckhardt, N. Y.

Lederle Labs., New York (institutional), Oct. 6, *The Doctors Talk It Over**, Fri., 10:30-10:45 p.m., 183 stations, Hazard Adv. Co., N. Y.

Lockheed Aircraft Corp., Burbank. Cal. (institutional), Sept. 9, *A Man Named "X"**, Sat., 10:30-11 p.m., 149 stations, Foote, Cone & Belding, N. Y.

Owens-Illinois Glass Co., Toledo (institutional), Sept. 7, *Fred Waring Program**, Thurs., 7-7:30 p.m. (repeat, 11:30-12 midnight), 187 stations, J. Walter Thompson, N. Y.

Philco Corp., Philadelphia (institutional), Oct. 1, *Radio Hall of Fame*, Sun., 6-7 p.m., 195 stations, Hutchins Adv. Co., Rochester.

Readers Digest Assn., Pleasantville, N. Y. (magazine, services), Sept. 7, *America's Town Meeting of the Air*, Thurs., 8:30-9 p.m., 170 stations, BBDO N. Y.

Scripto Mfg. Co., Atlanta (pencils and mechanical pencil lead), Sept. 17, George Hix*, Sun., 1:15-1:30 p.m., 190 stations, Tucker Wayne & Co., Atlanta.

Sweets Co. of America, Hoboken (Tootsie V-M), Sept. 11, *Dick Tracy*, Mon. thru Fri., 5:15-5:30 p.m., 47 stations, Duane Jones Co., N. Y.

Trimount Clothing Co., Roxbury, Mass. (Clipper Craft Clothes), Sept. 24, Dorothy Thompson, Sun., 8:15-8:30 p.m., 177 stations (repeat, 11:15-11:30 p.m.), Emil Mogul Co., N. Y.

Wander Co., Chicago (Ovaltine), Sept. 25, *Captain Midnight*, Mon. thru Fri., 5:45-6 p.m., 84 stations (repeat, 6:45, 7:45, 8:45 p.m.), Hill Blackett & Co., Chicago.

CBS

Armour & Co., Chicago (meats), Oct. 2, *Hedda Hopper's Hollywood**, Mon., 7:15-7:30 p.m. (repeat, 8:15-8:30 p.m., station line-up not set), Foote, Cone & Belding, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), Aug. 13, *Blondie*, Sun., 8-8:30 p.m., 131 stations, William Esty & Co., N. Y.

Cresta Blanca Wine Co., Los Angeles (wines), Sept. 5, *This Is My Best**, Tues., 9:30-10 p.m., 123 stations, BBDO, N. Y.

Cudahy Packing Co., Chicago (Old Dutch Cleanser), Aug. 7, *Tena and Tim**, Mon. thru Fri., 3:15-3:30 p.m., 29 stations, Grant Adv., Chicago.

Electric Light & Power Cos., New York (institutional), Sept. 20, Nelson Eddy in Electric Hour*, Wed., 10:30-11 p.m., 133 stations, N. W. Ayer & Son, N. Y.

Englander Co., Brooklyn (springs, mattresses), Sept. 15, *Undercover Carrigan**, Fri., 7:15-7:30 p.m., 45 stations, Biow Co., N. Y.

(*Continued on page 56*)

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* Means new program for that sponsor on that network.

** Means new time for program, but same network and sponsor.

Programs not marked are resuming after summer hiatuses.

Democrats Buy 10-11 Hour Election Eve on Major Nets

Special Radio Series Aimed at Farmers Planned; Plan to Ease Time Problem of Nets Offered

THE Democratic National Committee last week announced several major developments in its radio campaign plans, having purchased the 10-to-11 hour on election eve on all four major networks, and time for President Roosevelt's first campaign address Sept. 23 on NBC. Committee also revealed plans for a special radio series directed to farmers and highlighting the benefits they have derived from the present Administration.

Time secured on the full networks of NBC, CBS, Mutual and the Blue is the 10-11 p.m. period, Nov. 6. Nature of the program and the speakers will be made public later.

President's Talk

The President will be heard on NBC, and possibly on other networks, Sept. 23, 9:30-10 p.m. as he addresses a dinner of the International Brotherhood of Teamsters (AFL) at the Statler Hotel in Washington.

The committee had already proposed to the networks that it would not request half-hour evening periods for any speaker except the President, if the networks would agree to clear five-minute spots between popular evening programs. The idea is to secure the widest audience with the minimum interference with normal commercial schedules.

This plan, as explained by John E. Hamm of Biow Co., agency in charge of the Democratic radio time arrangements, will permit the party to reach maximum audiences with its campaign messages and in the way most acceptable to listeners, sponsors and broadcasters—neither displacing popular evening programs from their accustomed spots nor competing with them for listeners.

The committee has held meetings with CBS and NBC to discuss the plan and both networks have agreed to it in principle, and are working on it with sponsors and agencies.

The committee's program for farmers recalls *Roosevelt Sunrise Hour* broadcast as a special network show during the 1936 pre-election period, handled by Paul Porter, now Democratic publicity director.

The 1944 version, which may possibly have the same title, will be a series of quarter-hour transcriptions to be broadcast five times weekly beginning Sept. 18 and continuing up to Election Day. It will be placed in early morning time on a "farm group" of 35 stations. John Merrifield, on leave from WHAS Louisville, where he serves as agricultural authority, will both produce the series and participate in them, conducting interviews with farmers from various agricultural areas, bringing out stories on how they have benefited under the Democratic regime.

Army Schedules Political Air Time

AFRS Sends Parties Conditions For Broadcasting to Troops

ARMED FORCES RADIO Service last week sent to political parties a schedule of proposed broadcasts of political material to American troops overseas, together with conditions for such broadcasts, requiring the material to be cleared by censor, to be submitted in the form of aluminum base recordings six days in advance of the scheduled date of broadcast, and to be a record of a "political address or addresses or portions thereof as broadcast to the public in continental United States".

"The material may include matter other than a political address only to the extent necessary to introduce, close or provide explanatory continuity," the notice reads. "Choice of material submitted will be conclusively made for each qualified political party by the designated representative."

Schedule calls for five series of shortwave broadcasts, each running Monday-through-Friday and arranged so that the Democrats start the first series, the Socialist-Labor party the second, the Prohibition party the third, the Socialist party the fourth and the Republicans the fifth, with the order unchanged so that each party has one broadcast on each weekday. First series, Sept. 18-22, and the second one, Sept. 25-29, will be half-hour programs, the others, Oct. 16-20, Oct. 23-27 and Oct. 30-Nov. 3, will be 15 minutes each.

Programs will be broadcast by 13 United States shortwave stations, each beaming the transmission to a particular part of the globe at the time best suited for reception by troops there. In addition, if the parties wish to supply recordings of unbreakable composition of its first two broadcasts, the AFRS will ship 66 packages of these political broadcasts to Army expeditionary stations abroad for local rebroadcast. No Army station is required to use these recordings, the only rule being that if it uses any it must broadcast all the discs in the package.

Intl. Salt Drive

INTERNATIONAL Salt Co., Scranton, starts its annual fall and winter campaign for Sterling Salt in mid-September. Schedule calls for one-minute recorded announcements combining jingles and straight copy at varying frequencies on 15 stations east of the Mississippi with the exception of the Arthur Godfrey programs on WABC New York and WTOP Washington, where live announcements will be used. Agency is J. M. Mathes Inc., New York.

WSAI Names Raymer

PAUL H. RAYMER Co., station representative, as of Oct. 30, will represent WSAI Cincinnati, recently sold to Marshall Field by Crosley Corp. for $550,000.

1200 Years of Broadcast Announcing

Inducements, Requirements, Problems Of Announcers Are Reviewed

By JAMES F. BENDER

National Institute for Human Relations

HOW DOES one get a job as radio announcer? What are the inducements? How will television affect the job, What's the best kind of preparation? These and similar questions were kept uppermost in mind when we prepared a six-page questionnaire and distributed it to 917 American radio stations.

Despite the length of the questionnaire, which requires the manager of the station and the senior as well as the freshman announcers to answer, 204 completed questionnaires were returned without any follow-up, and these questionnaires form the basis of this preliminary report to BROADCASTING.

Total Experience

The total announcing experience reported by the announcers answering the questionnaire totals 1219.5 years, the baby announcer having had his job ten days and two veterans each reporting 16 years of continuous service before the mike. Between two extremes there is an average of 18 months of service for the freshmen and six years nine months for the seniors. Let us see what their experience has to offer us.

Education—While 98% of all announcers are high school graduates, roughly 50% attended college, 41% having been granted the A.B. or some other baccalaureate degree. It is unusual to find a non-college man or woman among the freshman announcers. Both in high school and college the subjects of major interest for both groups were English, speech and dramatics, and music. Closely allied to their class work in these subjects was their wide participation in extra-curricular activities in public speaking, debating, dramatics, glee club singing and athletics—all these being most often mentioned in the order given.

How They Broke Into Radio Announcing—Here the veterans present a more varied story. Sometimes they were acquainted with the manager of a station and indicated to him that they would like to have a try at announcing. Frequently they were theatrical musicians whom the talkies threw out of work. Others of them were salesmen who envisaged announcing chiefly as a salesman's job. Most of them began as part-time announcers. Those who have reached the top of their profession almost invariably began with small stations and arose to national hookup stature by going from smaller to larger stations.

Many of the freshman announcers obtained their first experience on a college or university station. Others wrote letters of application to their local stations asking for an interview. During the interview they expressed their hopes to become radio announcers and were taken on as substitutes, once the manager was satisfied the candidate's voice and diction passed muster.

Salaries—Aside from the rates of the American Federation of Radio Artists, which are paid by the networks for commercial programs, the compensation varies considerably. The poorest paid of the freshman group receive 50 cents an hour and go as high as $85 a week. The average weekly salary for this group is $35.50. This figure represents a $10.25 increase over their average beginning salary.

Extra Fees

The veterans began at a similar average salary ($25 per week) and are receiving $55.25 on the average exclusive of additional fees paid by sponsors. Approximately 26% of the veteran announcers report that they receive fees from sponsored programs over and beyond their base pay.

The highest annual salary reported was "$10,000 plus a year". This scale of salaries does not include the compensation received by a number of big-time announcers who are "written into the script". Approximately 40% of the independent stations report that their announcers are given periodic pay increases. Several of the managers added notes that in their opinion present salaries for beginning announcers were excessive and would doubtless be revised downward with the termination of the war.

Duties of Radio Announcer—The usual job of radio announcer entails many more duties than just announcing. It seems that only the large stations specialize in this respect. The other stations require their announcers to be jacks of all trades. They must aid in production, newscasting, handle sound effects, do some occasional acting, write scripts and continuity, conduct platter programs, and even hustle up accounts and do some promotional work.

Few Standards

To be sure, not all announcers are required to do all these things, but the more adaptable the young announcer is, the better. Such duties hold for both the senior as well as the freshman announcers on the smaller stations. On the other hand, the more announcers a station has the more opportunity the seniors have for concentrating their efforts on announcing only.

Few stations distribute printed material that defines the duties of their announcers or indicates what their standards of selection are. One notable exception to this rule is WNYC, owned and operated by the City of New York. Since its announcers obtain their positions by competitive examination under the direction of the New York City Civil Service Commission, information is available upon request from that body.

Objectives of Radio Announcers—Almost unanimous is the wish of both freshman and senior announcers to remain in the field of radio, but about 50% of both groups indicate that they would like other positions. The most often mentioned of these is that of station manager. Then follow in order of preference—production manager and head of sales department.

Announcers' Announcers—A tabulation of the most popular announcers with both the freshman and the senior groups puts Henry Von Zell first, Don Wilson second, Hugh James third, Ken Carpenter fourth, and Bill Goodwin and James Wallington tie for fifth place. Lowell Thomas is their favorite newscaster and Ted Husing is placed first among sportscasters.

Pronunciation and Voice—Approximately 66% of the announcers favor the adoption of a single standard of pronunciation and recommend most frequently General American, which is sometimes called Middle Western, dialect as the most useful for nationwide network broadcasting. Only 12 find Oxford English, the standard of the British Broadcasting Corp., suitable for American stations. They also recommend, almost unanimously, that announcers on local stations use the dialect that is spoken by the local educated listeners. The gravest phonetic sin an announcer can commit, according to the vast majority, is affection of voice and pronunciation.

Personality Traits—The senior announcers mention certain traits of personality that make for success in their vocation both on and off the air. These, in order of frequency mentioned, are friendliness, sincerity, self-confidence, fairness, and enthusiasm. They feel that egotism is the most frequent cause of failure to succeed as an announcer, so far as personality is concerned.

Women Announcers—The managers indicate that one of the direct results of the war has been the great increase in women announcers. The ratio at present, based on the results of the questionnaire, is one woman announcer for every 12 of the opposite sex. While most of the managers believe that the ratio will become greater after the war, they stress that the female announcer has proved her worth and will continue to find her place in radio announcing and increasingly so as commentators.

Management's Point of View—While some of the station managers point out that announcers' salaries are abnormally high because of war conditions, the majority feel that staff announcers

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DR. BENDER

DR. BENDER (B.S., Ph.D. Columbia University) is a New York State Certified Psychologist who has long been interested in broadcast speech. Before joining The National Institute for Human Relations he was director of The Queens Speech & Hearing Service Center and lecturer in Psychology at the Polytechnic Institute. NBC invited Dr. Bender to compile "The NBC Handbook of Pronunciation", his sixth book, which was recently published. He is now gathering materials for a book on radio announcing. He has spoken widely over the radio—on stations WJZ WNYC WTRY KOAC WFAS for the Institute.

Conspiracy in Sale of WFTL Is Alleged at House Inquiry

Committee Members, Counsel and Others Clash As Conflict Develops During Testimony

By BILL BAILEY

IN A DRAMATIC session of the House Select Committee to Investigate the FCC John J. Sirica, Committee general counsel, last Friday charged that "the evidence shows there was a conspiracy" to get WFTL Miami from Ralph A. Horton into the hands of the Fort Industry Co.

His declaration came just before the noon recess of hearings into the sale of WFTL to the Fort Industry Co., which opened last Tuesday and resulted from an interruption by Rep. Warren G. Magnuson (D-Wash.), during cross-examination of Lt. Comdr. George B. Storer, president of Fort Industry. Rep. Magnuson objected to a question by Mr. Sirica as "leading".

'Victim of Scheme'

"If you had been here and heard the evidence," the general counsel addressed the Congressman, "I'm sure you would come to the conclusion that I have reached. There was a conspiracy, and I'll name the conspirators — Chairman Fly, Comdr. Storer, Andrew W. Bennett, L. A. Pixley and James Dixon. The object of the conspiracy was to get this station through certain means. The how and why have been told in evidence.

"I contend that Horton is the victim of a preconceived plan and scheme."

Although the hearings had been punctuated by disagreements between witnesses and by verbal clashes between Committee members, the general counsel and certain witnesses, it didn't reach dramatic portions until Rep. Magnuson's objection. Rep. Louis E. Miller (R-Mo.) defended the counsel.

Hearings were adjourned until 10 a. m. Tuesday (Sept. 12) when Robert M. Tigert, former manager of WFTL when it was in Ft. Lauderdale, will be called. Plans are to call Mr. Bennett, now in a Washington hospital with a foot infection, if his condition permits. Since the House plans to adjourn Tuesday or Wednesday, Chairman Lea said night sessions may be held to conclude the WFTL sale probe before adjournment.

Circumstances surrounding the sale of WFTL to the Fort Industry Co. for $275,000, recited last week by 16 witnesses, disclosed that in April 1943 Chairman James Lawrence Fly of the Commission conferred regarding the sale in the Atlanta (Ga.) Biltmore Hotel with Comdr. Storer, Mr. Bennett, Washington attorney, and Mr. Horton.

Witnesses examined included: Chairman Fly, Comdr. Storer, Stephen A. Vetter, former manager of WFTL; Robert Barker, chief investigator of the Committee; Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting; George B. Porter, Washington attorney; George W. Hill, FCC senior attorney; Carl T. Hoffman, Miami attorney; Dr. Emil G. C. Hildebrand, Mr. Bennett's physician; P. W. Seward; Mr. Horton, James A. Dixon, Miami attorney; Mr. Pixley; Charles R. Denny Jr., FCC general counsel; Emmett C. Choate, Miami attorney.

Presided over by Chairman Clarence F. Lea (D-Cal.), the hearings were attended by Reps. Magnuson, Miller and Richard B. Wigglesworth (R-Mass.). Rep. Edward J. Hart (D-N. J.) was absent.

Testimony and documents last week brought out the following:

On Dec. 30, 1942, Mr. Horton borrowed $50,000 from Mr. Hoffman, and signed an agreement giving Mr. Hoffman and Mr. Vetter, station manager, options to acquire minority interests in WFTL; that Mr. Horton was told the contract was "illegal".

That in April 1942 while Chairman Fly was a guest at the Atlanta Biltmore, his hotel bill of $17.30 was transferred to the Fort Industry account. Both Mr. Fly and Comdr. Storer vigorously denied that Fort Industry paid the bill.

Testimony by Mr. Horton and Comdr. Storer, supported by correspondence, indicated that Mr. Bennett was retained by Mr. Horton at $1,200 annually plus travel-

(*Continued on page 58*)

AMERICAN NETWORK CEASES OPERATION

AMERICAN NETWORK Inc., founded in 1941 to provide network service for FM stations only, has been dissolved by unanimous vote of the stockholders, following a series of meetings, the most recent in Chicago, Aug. 31.

Effective Oct. 1 the network's executive vice-president and general manager, William B. Lewis, becomes vice-president and radio director of Kenyon & Eckhardt, supervising activities in New York, Chicago and Hollywood offices.

With the outbreak of the war, resulting in a halt on all manufacture of FM sets and transmitters, and the FM picture changing rapidly since, the stockholders found the original corporate structure inadequate to support the augmented service an independent postwar FM network will require, according to the announcement. Although voting to dissolve the present corporation, the stockholders reaffirmed their steadfast faith in the future of FM and their belief that eventually an FM network on a greatly broadened base will be organized and successfully in operation.

Mr. Lewis takes over at Kenyon & Eckhardt from Dwight Mills, executive vice-president and acting director of radio.

Fly Cancels Speech

UNDER SUBPENA to appear before the House Select Committee to Investigate the FCC, Chairman James Lawrence Fly of the Commission late Friday was forced to cancel a speaking engagement, scheduled for Tuesday (Sept. 12) in Chicago. Mr. Fly was to have addresed the Transportation & Communications Committee of the American Bar Assn. on "Postwar Communications" but the House Committee declined to excuse him.

40-Hour Week, Civilian Goods Ceilings After German Defeat Urged by Byrnes

RETURN to the 40-hour week, relaxation of existing manpower controls and establishment by OPA of new ceiling prices on civilian goods which will become available via reconversion, including radio receivers, are among the recommendations made to President Roosevelt last Saturday by James F. Byrnes, Director of War Mobilization, to become effective after Germany's collapse.

Anticipating the return to civilian production when Germany surrenders, which he described as "V-E" day, Justice Brynes included in his report the status of various reconversion programs and recommendations as to future action.

Highlights of his recommendations of immediate interest to the radio and advertising fields included:

Abandonment of controls on manpower to facilitate the transfer of manpower from the curtailed war programs to civilian production. This should mean return of technical and specialized men to various radio pursuits.

Reduction of the work week from 48 to 40 hours, to give jobs to those who are left without employment, except in those industries were production necessary to the continued war against Japan is needed, and in some specially tight labor areas.

Fixing of prices for civilian goods not now produced, such as automobiles, radios and refrigerators, probably at prices somewhat above those prevailing in 1941 when civilian production was stopped.

Suggestion that OPA establish a general ceiling at a fixed percentage above the prices charged before civilian production ceased, computed on the basis of increased material, labor and other costs.

Termination of excess profits taxes, which cannot be done upon V-E day because there still will be war production and war profits. Recommendation that Administration and Congressional leaders announce an intention to urge elimination of excess profits taxes when the war with Japan ends.

Recommendation that there be considered the advisability of allowing manufacturers to depreciate new machinery substantially in the years in which such machinery is purchased. This would induce many companies to hazard new ventures, thereby increasing employment. Such a provision, it was thought, would be highly beneficial to broadcasters who plan to invest in FM and television and otherwise to expand plant equipment and investment.

RTPB Panel Asks FM, Video Peace

Group Would Resolve Conflict Over Allocation of Channels

RECOMMENDATION that the conflict between television, FM and amateur broadcasters be resolved by the allocation of 41-43 mc to educational FM; 43-56 mc to commercial FM; 56-60 mc to amateurs, as well as a 4-mc band between 114 and 150 mc, and nine 6 mc channels, 60-114 mc to commercial television, as well as 17 additional 6-mc channels below 250 mc, was approved last Thursday by Panel 2, allocation, of the Radio Technical Planning Board.

Seeks Compromise

Approval of the compromise plan worked out earlier by representatives of the three groups [BROADCASTING, Sept. 4] followed an extended debate during which Paul Ware of the Allen B. DuMont Television Labs. objected to the sacrifice of television's present No. 1 channel to the FM broadcasters. Most vigorous opposition, however, came from D. W. Rentzel of Aeronautical Radio, Inc., chairman of RTPB Panel 11, aeronautical radio, who stated that the extension of the television band from 108 to 114 mc would take from aviation frequencies used by Canada and Great Britain as well as the United States, upsetting an essential international arrangement as well as necessitating the replacement of radio apparatus now in use at hundreds of landing fields.

Two-day session of Panel 2, held at the Commodore Hotel, New York, and attended by about 50 members, made considerable progress in charting the frequencies requested by the various users of radio and in eliminating conflicts between these requests, so that as complete a report as possible on allocation may be presented to the full RTPB when it meets at the Hotel Biltmore, New York, on Thursday (Sept. 14) to prepare for the presentation of its recommendations to the FCC during the allocation hearings to start Sept. 28 in Washington.

Effort was made to avoid conflicts with the allocations proposed by the government's Interdepartmental Radio Advisory Committee wherever possible but Dr. Jolliffe and Dr. W. R. G. Baker, RTPB chairman, outlined the main objective of Panel 2 as to present the needs of industry if it is to fulfill its responsibilities of public service and provide employment in the immediate postwar era. It was stated that many of the IRAC proposals are based on information not available to RTPB for military reasons and that RTPB must make its recommendations on the basis of its own information concerning industry needs, leaving the responsibility for resolving conflicts to the higher authority which in the end will make the official allocations.

Photo Courtesy of E. R. Squibb & Sons

Some shoot into the air

. . . AND LAND THEY KNOW NOT WHERE!

THAT can be said again and again . . . particularly in radio! Do you as a user of time *know* exactly where your messages land? Do you *know* exactly how many people actually hear your messages? Do you *know* exactly what your cost per listener is?

There's one town we know of where you can get all facts to enable you to buy time on the one radio station that produces more listeners for your dollar.

The town is Baltimore . . . the station is W-I-T-H.

Based on the Robinson Radio Reckoner . . . (the sound principle of combining coverage, popularity, and cost to get homes per dollar) . . . W-I-T-H leads all stations in the Baltimore trading area by a wide daytime margin. And is second to only one station on *one* program on a Sunday afternoon!

The safe, sure buy in Baltimore, based on facts alone, is W-I-T-H, the independent station.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

Assigned Fees Actually Double Pay

Berkeley Says AFRA System Would End Merit Boosts

By K. H. BERKELEY
General Manager, WMAL Washington

WHEN the American Federation of Radio Artists demanded an "assigned fee" contract for announcers at WMAL Washington, Kenneth H. Berkeley, general manager, balked. He offered to raise anouncers' salaries $50 a month and to give other promotions as their work merited. AFRA stood pat. Mr. Berkeley saw in the system not only double pay for announcers but the possibility of similar demands from all having to do with commercial programs. The War Labor Board denied the AFRA demands, sustained the station. Here Mr. Berkeley, who also is Washington director of the Blue Network, explains his station's stand. The WLB decision is significant in view of the scores of AFRA contracts which come up for renewal this fall.

Mr. Berkeley

THE FOLLOWING was the position taken by WMAL in the recent Evening Star Broadcasting Co.-American Federation of Radio Artists case before the War Labor Board which made public a decision favorable to the station on Aug. 24, 1944.

When AFRA demanded that WMAL adopt the "assigned fee" principle of compensating its announcers, the company refused to acquiesce, but at the same time expressed its entire willingness to increase the compensation of its staff announcers to an amount comparable to the average sum which would have been earned under the union's plan and in line with the level of pay in the area.

Double Pay Claimed

Under the assigned fee principle the employer would have to pay its staff announcers, in addition to a base salary, a set fee for each announcement made by the individual announcer on a local commercial program as distinguished from a local sustaining program. Where a sponsor singles out an announcer and especially requests his services, the station has always recognized that announcer as "selected" and has never challenged his right to receive a "selected fee" for his services since, in effect, he is "talent" hired by the sponsor.

The demand here, however, was that the announcer be paid separately for every word of commercial copy handed him by his employer to read into the microphone without regard to any question of selection or direction by the sponsor. He was to be paid an additional fee, in other words, for doing the very thing for which he was hired in the first place. Presumably, if an individual staff announcer has a tour of duty which includes nothing but commercial announcements, his base pay is a mere gratuity for which he renders no services to the station as he would be separately compensated for every appearance before the microphone.

WMAL challenged AFRA's demand for assigned commercial fees because of its firm belief that so long as it agrees to compensate its staff fairly and adequately and to provide suitable working conditions, it should not be subjected to dictation as to the manner in which it shall operate its business. In requesting this Board to ignore and reverse the recommendation of its hearing officer, WMAL did so in the conviction that neither this Board nor any other governmental agency should, by its order, coerce an employer to adopt a method of compensation bearing no rational relationship to the amount, quality, or character of work done but which, on the other hand, is based on the lone and unwarranted assumption that an employe's compensation must be made relative to the amount of gross profits earned by the employer even though his work has nothing to do with the securing of commercial accounts.

Implications Far-Reaching

While it was recognized that an employer might see fit voluntarily to offer certain or all of its employes a bonus or extra compensation based upon earnings or increases in earnings, it was inconceivable that an employer could be forced into the adoption of such a plan merely because the national representatives of its employes desired its adoption.

The implications of AFRA's demands were far-reaching. In effect, it was that if one station in a community agrees to a principle proposed by AFRA, the remaining competitive stations ultimately will have to fall in line, and thus, one's competitors could exercise control over the business practices of each other.

The Union proposal would have imposed upon WMAL a system of compensating its staff announcers which is in no way reflective of value received. The company no longer would be permitted to use value of services as the gauge for determining compensation. The only circumstance which would bring about changes in the pay of each individual would be an uncontrollable one. The announcer who had the good fortune of being assigned to a tour of duty during which the greatest number of local commercial programs were broadcast would receive the largest compensation. He had no part in the securing of these commercial accounts, and his particular talents played no part whatever in the determination by the sponsor to buy the program, since the sponsor, under the assigned fee method, does not select the announcer.

WMAL strenuously urged the War Labor Board to give consideration to the fact that if it were required to adopt the assigned fee principle in connection with its announcers, it inevitably would be faced with demands by its other employes for comparable provisions in their employment agreements. In order to put a program on the air, commercial or sustaining, it is necessary to have transmitter engineers, control engineers, production men, sound effects men, news editors, scriptwriters, and administrative help.

Many Others Involved

If an announcer is entitled to extra compensation every time a commercial program is put on the air, there is no sound reason why the studio engineer, sound effects man, or any other employe of the station cannot assert a similar right. It is all too clear that if the National War Labor Board, by its decision in this case, had required the station to negotiate with AFRA on this basis of fees for all assigned commercials, WMAL would soon lose its character as a unified broadcasting station and would be relegated to the position of a mere concessionaire with many little businesses and private contractors using its facilities for their own personal business ventures.

WMAL wishes to state that its dealings with AFRA have always been on an entirely friendly and cooperative basis. It also wishes to state that in its opinion the War Labor Board considered this case expeditiously and thoroughly under difficult wartime conditions when so many other cases were pressing for attention involving so many more persons. It also wishes to thank Lester Cohen and Edmund Jones, of the law firm of Hogan & Hartson, for their able assistance in the above proceeding.

WMAL Rehearing Sought by AFRA

Petition Asks WLB to Reconsider; Wants Open Hearings

AMERICAN FEDERATION of Radio Artists has filed a petition with the National War Labor Board asking for reconsideration of the Board's rejection of AFRA's plea for the assignment of commercial fees to staff announcers at WMAL Washington [BROADCASTING, Aug. 28]. Union petition also requests an open hearing before the NWLB.

Case went before the NWLB Oct. 15, 1943, after the station had refused to sign a contract calling for the assignment to announcers of commercial fees for commercial programs broadcast by these announcers during their regular hours of duty. Instead, the station offered to increase the base pay of announcers from $200 to $250 monthly.

Acceptable

This offer was acceptable to the NWLB, which overruled the recommendation of the trial examiner in favor of the assigned fees and approved the $50-a-month increase in base pay, retroactive to October 15, 1943.

Question has been asked as to the reasoning of the Board in granting a flat 25% increase, which apparently violates the Little Steel formula limiting increases to 15% above the Jan. 1, 1941 level. Decision is also said to be at variance with the NWLB practice of applying national standards rather than local ones to such cases, as many AFRA station contracts inlude the assigned fee clause objected to by WMAL with the objection upheld by the Board.

New NABET Members

PETITIONS have been filed by National Assn. of Broadcast Electricians & Technicians with regional War Labor Board offices for certification of the union as bargaining agent for engineers at several stations. The stations are WWJ Detroit; WHK and WCLE Cleveland; WGY WGFM and WRGB Schenectady. In addition NABET has filed for certification as bargaining agent for engineers at the New York recording division of RCA, according to the union.

Big Consolidated Schedule

CONSOLIDATED Royal Chemical Corp., Chicago (Peruna, Kolor-Bak, Zymole Trokeys) will sponsor one hour a day, six davs weekly, on eleven stations: half-hour a day, six days weekly, on 26 stations: quarter-hour a day, six days weekly, on nine stations. Stations are:
WAPI WSB KMMJ WCHS WBT WJDX
WWL WEN KPAS KXL KFEO WOAI
WJJD WALA KLCN KTHS KMPC KSFO
WMBR WDBO KSO KOAM WJW WHKC
KMA WSPA KWTO KVI KWFT KMOX
WHAS WLW WGN WISH KWBU WRLD
WKRC WCAU WNOX WREC WLAC
WSIX WMMN KSKY WHO WSYR.

Twenty-six-week contracts were placed by O'Neil, Larson & McMahon, Chicago.

Ready...set...set...set...

. . . but he seldom *goes.*

Organists in NBC's stand-by studios are constantly ready and waiting to go on the air at a second's notice if a power, mechanical or production failure should interrupt a scheduled broadcast.

True, NBC programs have a habit of going on as scheduled and running from start to finish without interruptions. But just once in a while something does go wrong. Then the red light flashes in "stand-by" and the organist, all set for such emergencies—*goes.*

But goes with what? The first tune that pops in his head? Hardly.

Day after day, he listens to every program, and selects music appropriate to play should it be interrupted. That's why NBC listeners aren't apt to hear *"Mairzy Doats"* during an emergency break in a symphony program.

* * *

Selecting appropriate music for network emergencies is but a small part of a network's job. But it illustrates the manner in which NBC plans details in every department, overlooks nothing in building smoothness of presentation. A combination of all these little things done well helps give NBC its leadership, helps make NBC *"The Network Most People Listen to Most."*

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network

As "Scotch" as you may be with your advertising dollar, if it's a Fort Industry Co. station . . . .

YOU CAN BANK ON IT!

WWVA is a Fort Industry Station with a primary service area of 1,747,945 radio homes and a good secondary area of 1,381,977 radio homes. Its operation is powered by capable men and women who understand the needs of these 3,129,932 radio homes and that, plus a real buying power in the market served, make WWVA one of the Nation's truly great radio stations. At your service—and you can bank on us!

ASK A JOHN BLAIR MAN

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

Walker and Durr Oppose FCC Grant In Corpus Christi

Criticize Limiting Hearing to Question of Interference

A NEW SPLIT on the FCC, pitting Commissioners Paul A. Walker and C. J. Durr against the majority developed last week when the FCC designated for hearing the application of the new 50,000 w KWBU Corpus Christi, Tex., for a regular license, upon protest of KLRA Little Rock that undue interference is being caused through simultaneous operation of the stations on 1010 kc.

Whereas the FCC majority designated the license application (following program tests) for hearing on interference grounds, Commissioners Walker and Durr in a simultaneous statement said their vote in favor of the hearing was not on the technical issues alone.

"It seems to us," they said, "that the past record of the president [Carr P. Collins, head of the Crazy Water Crystals Co.] and certain of the other officials and stockholders of the station in the operations of XEAW Reynosa, Mexico, and the programs which Station KWBU has carried while on program tests raise a serious question as to the qualifications of Century Broadcasting Co., as now constituted, to operate in the public interest.

University's Status

"Moreover, the circumstances under which this station was removed from Mexico to the United States, together with the programs carried while it was on program tests, raise a question as to Baylor University's actual position in the arrangements under which the station was established and is to be operated. In view of all the past circumstances, it seems to us that before the station is granted a regular license, the Commission should be assured, after a full hearing, that Baylor University will assume its full share of responsibility for the operation of the station and bring to bear upon its policies the influence to be reasonably expected of an educational institution."

KLRA, which operates fulltime on 1010 with 10,000 w, as against the 50,000 w daytime operation of KWBU, contended that daytime skywave interference is caused exceeding the limit specified in the FCC's engineering standards. Moreover, it was held that thousands of listeners would be deprived of service.

Considerable furore was caused when the FCC granted the Collins-Baylor U. application last July. The contention was made that the action violated the 'freeze order" of the Commission against expenditures for equipment or manpower in wartime. The equipment used was that of XEAW, operated as a border station by Mr. Collins and his associates. The 1010 kc channel is a Canadian 1-A. Under the transaction, Baylor was to acquire 50% of the capital stock of the company operating the station, with the money advanced by Mr. Collins. Two sons of W. Lee O'Daniel, Texas Senator, each was to acquire 130 shares of the 1500 shares issued [BROADCASTING, July 19, 1943].

A year ago, upon the original petition of KLRA seeking rehearing, the FCC, by a 4-1 vote, denied the Little Rock station's plea. The Commission then held that the KLRA allegation that the grant is contrary to the April 27 memorandum opinion was "not meritorious." Chairman James Lawrence Fly was absent and Commissioner Durr dissented, as he had from the original grant.

CELANESE CORP. BEGINS SPOT DRIVE

CELANESE Corp., New York, Sept. 11 starts a 16-week spot campaign, using participation programs on 35 outlets supplementing *Great Moments in Music*, sponsored on 137 CBS stations Wed., 10-10:30 p.m.

Anticipating increased consumer goods production for the near postwar future, the company wants to acquaint the consumer with the qualities of Celanese yarns and fabrics.

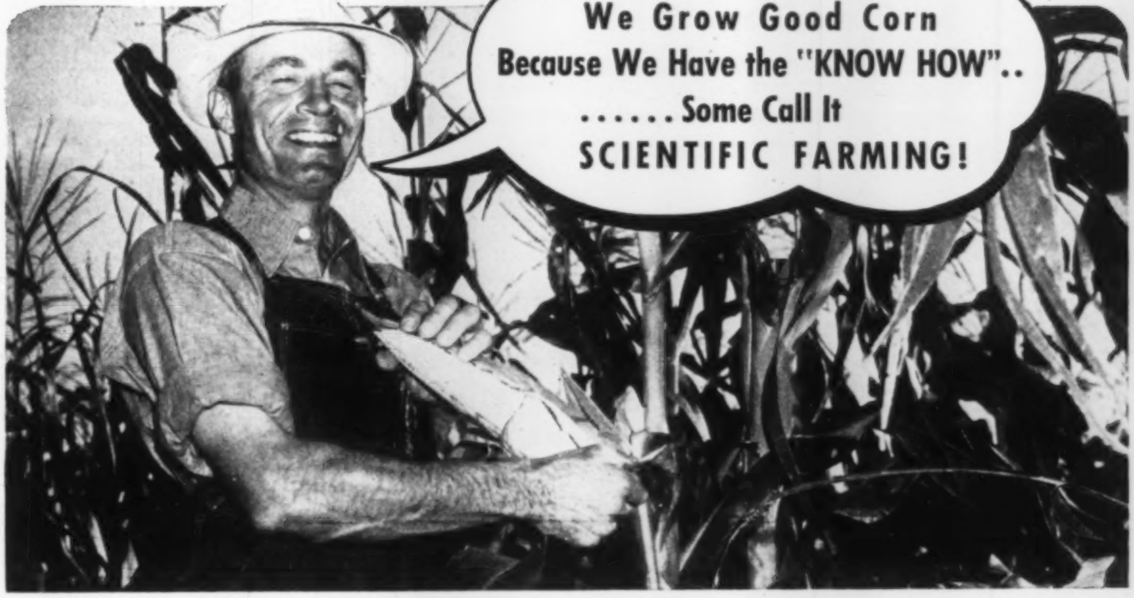
Schedule calls for participations on an average of five or six times weekly on musical shows, and women's interest programs on the following stations: WABC WNEW WBBM WWJ WXYZ KNX WGAR WHK WTOP WKBW WCKY KOA WWL KSTP WFIL WFBR KWK WEEI WCAE WTOP KGO WISN KMBC WFBM KXYZ KOMO WHAM WHAS WBNS KOIN WSB WFAA WBAP WREC WTOL. Agency is Young & Rubicam, New York.

WHBU Transfer

CONSENT was granted by the FCC last week for transfer of control of WHBU Anderson, Ind., from L. M. Kennett (50.1%) to C. Bruce McConnell, president and part owner of WISH Indianapolis; Robert E. Bausman, WISH licensee business manager, and Earl H. Schmidt, a minor interest holder in WISH. Transaction involved sale for $45,000 for 999 of 1,000 shares issued and outstanding stock in Anderson Broadcasting Co., WHBU licensee. Stock division is Mr. McConnell, 509 sh; Mr. Bausman, 20 sh; Mr. Schmidt, 470 sh. Remaining share is held by John R. Atkinson, WHBU commercial manager. Mr. Kennett relinquishes his WHBU responsibilities because of poor health, application said.

Frank Bull Honored

FRANK BULL, sports commentator and co-owner of Smith & Bull Adv., Los Angeles, has received Harvard U. English Dept. award for promotion of better speech. Award was made on basis of "distinct enunciation and ready choice of words".


We Grow Good Corn
Because We Have the "KNOW HOW"..
......Some Call It
SCIENTIFIC FARMING!

"There Are Millions of 'CORN DOLLARS' in the Vast KFAB Area"

"Growing corn is a big business with us out here. It's a business that grows bigger every year, too, because we're planting more and more high yielding hybrid corn. Yes sir, 'Corn Dollars' represent a lot of buying power to folks in the KFAB area.

"We don't depend on corn alone for our income, though... we're diversified out here. Cattle, sheep, hogs, poultry, grain... those are the things our income is based on.

"So we have the cash to buy the things we need. Maybe that's why there are so many radios in this area... and just about all of them tuned to KFAB, THE BIG FARMER STATION."

NEBRASKA'S 1943 CORN CROP RANKS 3rd IN THE U. S.

Last year, Nebraska produced a record of 216,632,000 bushels of corn. Nebraska is but a part of the vast KFAB area.

"The **BIG** *Farmer of the Central States"*

KFAB

NEBRASKA IA KANSAS MO

LINCOLN, OMAHA
780 KC-10,000 WATTS
BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

Tidewater Oil to Air Football For 19th Season on West Coast

Mr. Deal

SPONSORSHIP of western wartime football for the 19th consecutive season has been arranged by Tide Water Associated Oil Co., San Francisco, which on Sept. 8 began its Associated Football Sportcasts, according to an announcement by Harold R. Deal, advertising and sales promotion manager of the oil firm.

A total of 55 stations throughout the Pacific states will carry football broadcasts from Canada to Mexico. All MBS stations in Oregon, Washington, Idaho and California will air Associated Sportcasts and a number of independent stations are signed for Sunday and night games. To carry broadcasts to home fans when leading teams play out of town, a series of stations have been linked together in a special Associated network, as in the U. of Southern California-U. of Washington game at Los Angeles Oct. 23 which will originate through KMPC Los Angeles and will also be released through KROW Oakland, KWJJ Portland and KVI Tacoma, thus affording complete coast coverage. Arizona listeners will be able to hear the games over a special chain, including KWJB Globe-Miami, KYCA Prescott, KGLU Stafford, KTAR Phoenix, KVOA Tucson and KYUM Yuma.

Key games on the mainland will be aired weekly through KHBC Hilo and KGMB Honolulu.

In commenting on the series, which will run approximately three months, Mr. Deal said the games will be made available to servicemen in dozens of huge Army and Navy posts in the Pacific area, such as Fleet City, Alameda Coast Guard, St. Mary's Pre-Flight, San Diego Navy Training Center, March Field, and 2nd Air Force. A number of these centers have top-flight teams whose stars were national favorites in peacetime.

This year's half-time entertainment will be devoted to a new feature titled, *Where Are They Now?* consisting of brief reports on the whereabouts and current activities of former football heroes now in the service written by their former coaches. Sunday games won a wide listening audience last year, according to Mr. Deal, due to war work which kept fans from their radios on Saturdays. This year's break from the traditional Saturday-afternoon competition is the scheduling of a number of night games. Finding sufficient air time available during the highly valuable night hours posed some problems, but after considerable maneuvering, these difficulties were overcome and a series of night contests will be broadcast.

A crew of experienced sportscasters will air the games. The list includes such favorites as Frank Bull, Ernie Smith, Johnny Carpenter, Ted Bell, Harry Mitchell.

Interviews

Following its program of supporting the war effort, there will be half-time interviews on behalf of various campaigns conducted by the local Victory Advertising Committees in conjunction with the Pacific Advertising Assn. and the War Advertising Council.

The 1944 Associated Sportcasts will be supported by a complete merchandising program throughout the company's marketing territory. Football schedules in pocket-size, will be given away at Associated filling stations.

Stations on which Sportscasts will be carried, follow:

ARIZONA: KWJB KYCA KGLU KTAR KVOA KYUM.

CALIFORNIA: KPMC KHSL KXO KIEM KMJ KFRE KHJ KMPC KMYC KYOS KDOM KROW KVCV KPRO KFXM KGB KGRC KSFO KVEC KVOE KDB KWG.

HAWAII: KHBC KGMB.

IDAHO: KIDO KWAL KRLC.

OREGON: KWIL KAST KBND KORE KUIN KFJI KOOS KALE KWJJ KRNR KSLM.

WASHINGTON: KXRO KELA KRKO KWLK KGY KOL KFIO KMO KVI KUJ KIT.

Wadhams on WMFM

WMFM Milwaukee, WTMJ's FM outlet, will broadcast a complete season of football under sponsorship of Wadhams Oil Co., a division of Socony-Vacuum Oil Co., and for 16 consecutive years sponsor of play-by-play broadcasts of Wisconsin U. and the Green Bay Packers, professional team, on WTMJ. Russ Winne will start his 16th consecutive season broadcasting games for Wadhams. WTMJ also will carry the games for Wadhams.

Growing Fast

The Blue Network . . . top-flight local and national news commentators . . . outstanding sports coverage . . . well balanced popular and classical music . . . enthusiastic participation in community activities . . . all-out merchandising co-operation—these are among the factors which have combined to earn for KABC its reputation as "The Fastest Growing Radio Station in San Antonio!"

KABC SAN ANTONIO'S BLUE NETWORK STATION

WEED & COMPANY, National Representatives

Voting Urged on Air

THE NATION'S stations were called upon last week by the NAB to "get out the vote this fall as a public service." Upon adjournment of the NAB Executive War Conference in Chicago, Edgar Bill, WMBD Peoria, said that radio had brought politics closer to the people.

Sorel, Que., Station

A LICENSE has been issued to Henri Gendron and Arthur Prevost, Sorel, Que., for a 250 w station for Sorel. The station will be nationally represented by Radio Representatives Ltd., Montreal and Toronto.

What Makes This Microphone DIFFERENT?

That is a WMFM microphone. It differs from every microphone in Milwaukee, and almost every microphone in the country.

The difference lies in the programs this microphone picks up.

Through the WMFM microphones in Milwaukee's ultramodern Radio City comes a rich assortment of distinctive, quality programs keyed to the wants and needs of its audience. These programs include a rich supply of quality music, fine dramatic programs, news, and all the other factors that go into a well-balanced program schedule.

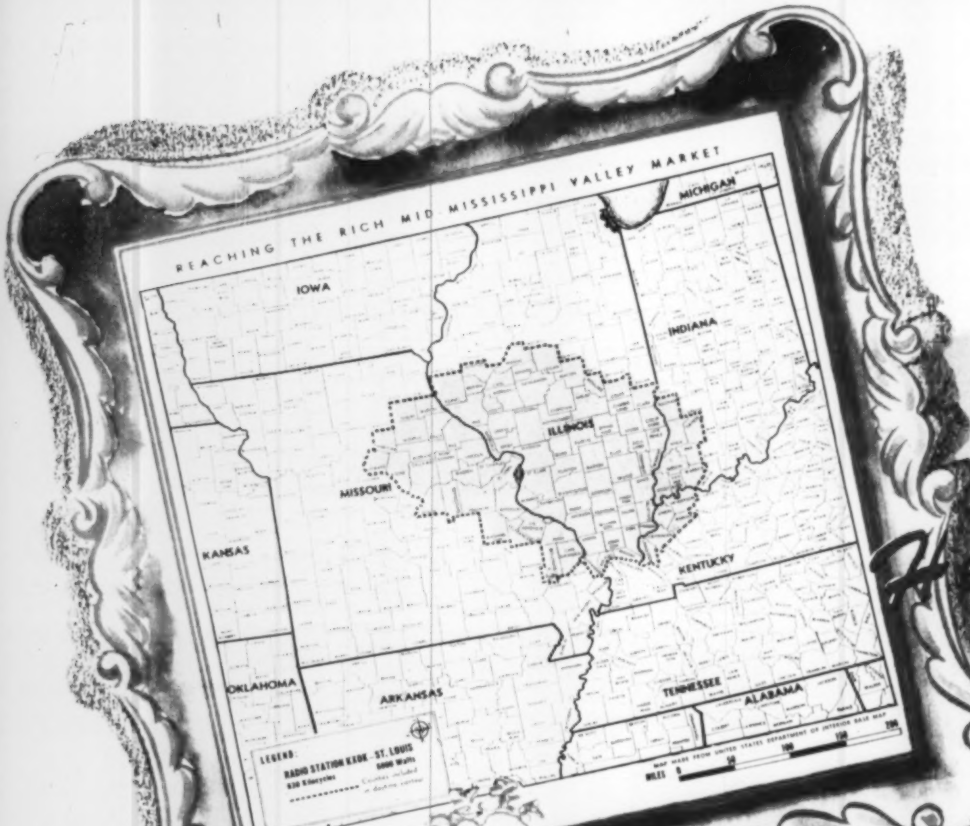
By combining outstanding programming with the miracles of crystal-clear, static-free FM broadcasting, WMFM delivers hour upon hour of entertainment that has found an eager reception in Milwaukee.

Remember this, when making your fall radio plans. Remember the story of WMFM's distinctive programs and enthusiastic reception.

Get all the information on how your products can benefit from WMFM's prestige building, sales-promoting programs. WMFM can do a mighty job for you.

WMFM

THE MILWAUKEE JOURNAL FM STATION


REACHING THE RICH MID MISSISSIPPI VALLEY MARKET
IOWA
MICHIGAN
INDIANA
ILLINOIS
MISSOURI
KANSAS
KENTUCKY
OKLAHOMA
ARKANSAS
TENNESSEE
ALABAMA
LEGEND:
RADIO STATION KXOK - ST. LOUIS
630 Kilocycles
5000 Watts
MILES

VIR
DA

Helps you sell th

Listeners depend upon her exp
of food stuffs . . . her acc at
best "buys"!

Heard at 11:45 each morning, M on
Friday, Virginia Davis, "THE FOOD SC
"must" with thousands of busy house wiv
St. Louis and the entire KXOK area.

Prepared and presented by Miss Davis, "THE FOOD SC OU
a veritable gold mine of authentic information on the purch asi
preparation of each day's best food selections . . . pl us
on rationing and point values. Miss Davis, an expert broadcaster, v
daily and is an authority on her subject. No wonder thousan ds
throughout the rich, Mid-Mississippi Valley area blanketed by KXOK c
listen to "THE FOOD SCOUT," Monday through Friday.

So—if you're interested in bringing your product before a tailor-made au ie
of women . . . of housewives . . . of buyers, look to Virginia Davis an
her solidly established, top-notch, attention-getting women's program
that can and does reach and sell housewives effectively and fast!

That's why we say that Virginia Davis is a "natural" to help you sell this vast field of women listeners. Her program is one that has real home acceptance — available Mondays through Fridays.

"THE FOOD SCOUT" can stimulate sales for you in this area. Ask a KXOK or JOHN BLAIR Representative for complete details — NOW.

RGINIA
DAVIS

ll this field

n her expert knowledge
accurate "tips" on the

g, Monday through
OOD SCOUT," is a
ousewives throughout

O SCOUT" program is
urchasing and
. plus valuable news
ster, visits the markets
usands of women
XOK coverage, like to

audience
and
ram

KXOK

SAINT LOUIS—1, MISSOURI

630 KILOCYCLES ● 5000 WATTS—FULL TIME ● BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco

O. B. Capelle, Miles Labs., Stresses Advantages of Small Market Promotion

ADVANTAGES of small market promotion and marketing were advanced by O. B. Capelle, sales promotion manager of Miles Labs., Elkhart, Ind., and Robert H. Perry, regional business consultant of the Dept. of Commerce, at an affiliates meeting of the Keystone Broadcasting System Tuesday evening during the NAB Executives War Conference.

Mr. Capelle

Due primarily to radio promotion, the sales of One-A-Day vitamins in the less populous areas are comparatively ahead of the sales in the metropolitan markets, Mr. Capelle told the affiliates. A potent factor in the small town acceptance of the Miles product resulted from the transcribed *Lum & Abner* program on KBS. A Hooper in Keystone cities reveals a rating for the program of 10.2, he said.

"The druggist in a small market is entitled to our advertising cooperation just as much as if his store were in a metropolis," Mr. Capelle said.

"He tries to push our product just as hard as the large city druggist and he deserves our support. We believe, therefore, it is our duty to advertise in these smaller centers as a matter of square dealing with the retail trade and as a service to the consumer.

"I see no reason why it is not likewise the duty of every manufacturer of any grocery or drug store product to extend his advertising into the smaller markets, and I predict that the postwar battle for business will see many manufacturers concentrating as much in the smaller communities as in the larger cities."

Mr. Capelle said the statistical services to which Miles subscribes show that 8 out of every 10 families with sets hear one of the Miles broadcasts "in spite of the fact that we have no million-dollar stars on our programs, which include the *National Barn Dance, Lum & Abner, The Quiz Kids, News of the World, Lady of the Press,* and Robert St. John."

Mr. Capelle warned the affiliates "not to try to emulate the boys with spats and boutonnieres. Be the friendly, regular fellows you are, serving your communities and counting all your advertisers near and far as friends," he counselled.

The vast marketing possibilities that exist in the small towns and rural sections of the country were supported with Dept. of Commerce statistics by Mr. Perry. The cities of 5,000 population group have 40% of the retail stores and do 23% of the total retail business, though these towns contain only 11% of the population. The advertising and promotional effort in the small markets should be directed in full proportion to their sales potential, Mr. Perry said, advising manufacturers to overhaul their selling programs to hit these markets while there is still time before the postwar selling race starts.

The meeting was presided over by M. M. Sillerman, president of KBS. Other speakers were Murray Carpenter, Compton Adv., New York, and Lewis H. Avery, NAB.

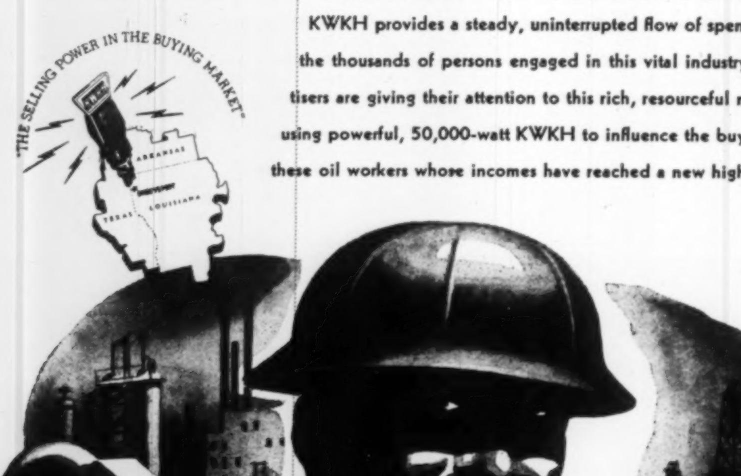
SATISFIED SMILES are in order after the successful debut of the new MBS show, *Quick As a Flash*, sponsored by Helbros Watch Co., heard Sundays, 6-6:30 p.m. In the usual order are: Dick Lewis, director of the show; William Helbien, president of Helbros Watch Co.; Mrs. Helbein; Bernie Prockter, producer. Agency is William H. Weintraub & Co., New York.

Heileman Breaks

HEILEMAN BREWING CO., La Crosse, Wis. (Old Style Lager), on Sept. 1 began sponsorship of three to six chain break announcements weekly, for 52 weeks, on WJJD Chicago, KWNO Winona, Minn., KFYR Bismark, KABR Aberdeen, S. D., KOBH Rapid City, KELO Sioux Falls, WSAU Wausau, WIBA Madison, and a quarter-hour show, 3 times weekly on WOC Davenport. Heileman also will renew chain breaks on WDAY Fargo, effective Sept. 23; a quarter-hour show thrice weekly on WOW Omaha beginning Sept. 16; a quarter-hour show six times weekly on WLOL Minneapolis effective Sept. 23; and a half-hour show once a week on WCFL Chicago starting Sept. 23, all 52-week renewals. Agency is L. W. Ramsey Co., Chicago.

Gilberton Tests

GILBERTON Co., New York, publishers of children's books, starts a radio test as sponsor of *Let's Listen to a Story* on WMCA New York, to promote classic comics, monthly cartoon versions of classical works. If test is successful, the firm acquires radio rights to the program, and plans to use it nationally as a transcription, or as a life network program. Contract for 13 weeks with renewal options calls for the Sunday, 9-9:30 a.m. period on WMCA, beginning Sept. 10. Child-audience is invited to studio broadcasts and receives at the openeing program an illustrated gift book. Agency is H. C. Morris & Co., New York.


"THE SELLING POWER IN THE BUYING MARKET"
ARKANSAS
TEXAS
LOUISIANA

Contributing Factor . . .

The production of oil and natural gas in the tri-state area served by KWKH provides a steady, uninterrupted flow of spendable wealth for the thousands of persons engaged in this vital industry. Alert advertisers are giving their attention to this rich, resourceful market . . . are using powerful, 50,000-watt KWKH to influence the buying habits of these oil workers whose incomes have reached a new high.

KWKH
CBS ★ 50,000 WATTS

A Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

. . 5 LEADING DEPARTMENT STORES USE 50¼-HOURS PER WEEK ON WLAC, NASHVILLE'S 50 KW CBS STATION .

Represented Nationally by the Paul H. Raymer Co.

THE OKLAHOMA FARM BUREAU
Oklahoma Pecan Growers' Association
UNITED STATES DEPARTMENT OF AGRICULTURE
OKLAHOMA STATE UNION
The Farmers' Educational and Co-Operative Union of America
THE OKLAHOMA STATE COTTON EXCHANGE
OKLAHOMA STATE REGENTS FOR HIGHER EDUCATION
STATE OF OKLAHOMA OFFICE OF THE GOVERNOR
CORPORATION COMMISSION
Frederick City Schools
PEOPLE'S ELECTRIC COOPERATIVE
Dear Mr Gaylord
Please accept
Congratulations

From The Secretary of Agriculture:

"I want to add my hearty congratulations on the inauguration of this Farm Service department. I am sure that the rural people of Oklahoma look upon the launching of this public service with a great deal of personal interest and keen anticipation."

CLAUDE R. WICKARD

From The Federal Communications Commission:

"Under such auspices, it should render a valuable service to the station's many listeners."

PAUL A. WALKER
Commissioner

From U. S. Dept. of Agriculture:

"If we were to prepare a plan for the operation of the ideal radio station farm service department, we couldn't improve on the layout you are setting up. You haven't overlooked a single important detail."

WALLACE L. KADDERLY
Head, Radio Section

WKY'S New Farm Service "Baby" Turns Out to be a *Giant!*

From U. S. Department of Agriculture:

"I believe that the 'Farm Reporter' program can render a very fine service to the farm people of Oklahoma and bring them stories about the accomplishments of farmers throughout the state.

LIPPERT S. ELLIS
Regional Agricultural Analyst
Little Rock, Ark.

From U. S. Department of Agriculture:

"Truly WKY is to be commended upon the undertaking of getting the success stories from one farmer to another."

CHARLIE KILPATRICK
Soil Conservation Service
Chandler, Okla.

From U. S. Department of Agriculture:

"I am glad to learn that even though you are located in the heart of one of the greatest oil producing centers in the world, you are interested in improving agricultural conditions."

LOUIS P. MERRILL
Soil Conservation Service
Regional Conservator
Ft. Worth, Texas

From Oklahoma's Governor:

"I predict that the 'Farm Reporter' will make an indelible mark on the progress of agriculture in Oklahoma that will be long remembered."

ROB'T S. KERR

From a State Regent:

"Please accept my congratulations on the great service you have inaugurated."

M. A. NASH,
Oklahoma State Regents
for Higher Education

From The President of Oklahoma A. & M.:

"The farm hour inaugurated by WKY will be of incalculable value. Its function will be to challenge, to encourage and to inform. All Oklahoma should be grateful to this great facility for the conception and effectuation of this splendid public service."

DR. H. G BENNETT

From a State Corporation Commissioner:

"I am glad to see your organization sponsoring this great cause. You can and will render a real service to the people of this state."

WM. J. ARMSTRONG

From a Ponca City, Okla., Banker:

"I am sure all of our farmer customers will benefit by these broadcasts."

W. D. PFEIFFER,
Executive Vice Pres.
The Security Bank

From Oklahoma Pecan Growers' Ass'n:

"There will be no doubt about soil conservation and improvement when men of your calibre and your great WKY and your publications continue your efforts."

V L. KIKER, President

From a County Agent:

"I am very much interested in this new department . . . I think a farmer who has done something different and has been successful with it is entitled to be recognized on the air. This will make your program more popular each month."

C. R. HUMPHREY
Okfuskee County

From The President of Wilson & Co.:

"Sincere congratulations upon initiating the splendid WKY farm service program. I am confident that this service will be of great value to the farm people of your good state."

THOMAS E. WILSON

From an Oklahoma City Banker:

"You are certainly to be commended on your foresight in offering this timely service."

HUGH L. HARRELL,
Vice Pres. First Natl. Bank

From an Agricultural Instructor:

"I am sure that your splendid efforts to render a real agricultural service to Oklahoma will prove most successful."

CLYDE M. REED
Frederick, Okla.

From a McAlester, Okla., Banker:

"A program of this kind has been needed in the State of Oklahoma for a long, long time."

C. L. PRIDDY,
Vice Pres. Natl. Bank of McAlester

From a Caddo, Okla., Banker:

"My hat is off to WKY for this fine program known as the 'Farm Reporter.' This will benefit all the farm group organizations as well as business and professional men of this great state."

T. D. CALL, Pres.
First State Bank

From a Public Utilities Executive:

"I wish to extend my sincerest good wishes for the success of your Farm Service Department and I know that it will be an outstanding contribution to the agricultural interests of the state."

J. H. WARDEN, Gen, Sales Mgr.
Oklahoma Natural Gas Co.

From a Tulsa Banker:

"Your radio program will certainly do a real service to all of rural Oklahoma."

VERSER HICKS, Vice Pres.
The Fourth National Bank

From an Insurance Company President:

"I want to commend you for taking these constructive steps in the building of Oklahoma."

R. T. STUART, President
Mid-Continent Life
Insurance Company

From The Oklahoma Farm Bureau:

"Congratulations on the foresight of this new service and it will be a pleasure to assist in any way possible its success."

JOHN I. TAYLOR, President
Mountain View, Okla.

From a Konawa, Okla., Banker:

"Glad to see this good work going on."

F. P. SWAN, President
The First Natl. Bank

WITH the cheers, blessings, congratulations, and encouragement of high government and state officials, and of business, financial, educational and farm leaders of Oklahoma, WKY's new farm service program was born auspiciously on August 9.

Actually, the destiny of WKY's new service to Oklahoma's No. 1 industry was settled 18 hours before its bow on the air, at the dedicatory dinner attended by the most representative cross-section of Oklahoma citizens ever assembled in Oklahoma City. With the common interests of the more than 600 persons at this gathering focused in one direction, the spark of WKY's leadership ignited spontaneously a giant program of action in the interest of soil and farm improvement which almost overnight has spread statewide.

From business men, bankers, merchants, farmers and stockmen throughout the state have come encouragement and promises of co-operation.

WKY's "Farm Reporter" program, therefore, was launched in high speed, initiating at the very outset a plan and a program for immediate statewide action whose ultimate benefits in soil conservation and agricultural advancement are incalculable.

WKY believes it could render no greater service to its state and its listeners than in promoting and executing such a program.

EDD LEMONS, WKY "Farm Reporter," set the pattern of daily programs on his first broadcast, interviewing outstanding state farmers on various phases of farm operation.

FROM CHANDLER, OKLA., WKY's "Farm Reporter" originated the first of a series of on-the-spot broadcasts. Farmers from this area were heard in a program originating in the town's public square. On succeeding Saturdays, programs originated from Pauls Valley and Clinton, Okla.

From a State Farmer-Representative:

"I wish to express a profound appreciation for the understanding attitude of your organization relative to the real problems facing the farmers of this state and nation."

BOB BARR
Kingfisher County

From The Oklahoma Bankers Ass'n:

"I want to congratulate you on this new program and the work your company is doing to improve the farming conditions in this state."

R. W. HUTTO, President

From a Book Publisher:

"The public service value of WKY's new program is inestimable."

SAVOIE LOTTINVILLE
University of Oklahoma Press

From a Newspaper Editor:

"The new department should be most helpful in the development of agriculture which, after all, is Oklahoma's No. 1 natural resource."

JOE N. CROOM
Okmulgee Daily Times

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: The Daily Oklahoman and Times
The Farmer-Stockman ★ KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Management)

YOU DON'T HAVE TO
HUNT
FOR LISTENERS WHEN YOU BUY ON WHBQ

AS OUR ADVERTISERS KNOW WHBQ's ANNUAL VOLUME HAS INCREASED EVERY YEAR

YOU'LL ALWAYS BE IN GOOD COMPANY ON WHBQ

DIXIE'S 24 hour station
Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour
WHBQ
your MUTUAL friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

CBS Files for Four Additional 16 mc Ultra-High Frequency Video Outlets

CBS LAST WEEK indicated a willingness to back up its faith in wideband ultra-high frequency television as a reality in the immediate postwar era by filing applications with the FCC for licenses to operate television stations in Boston, Chicago, Los Angeles, and St. Louis, using a 16-mc channel located between 460 and 476 mc. On June 29 CBS applied for a New York station on that same operating channel.

Dual Operation Planned

Applications are in line with the CBS proposals of last April that television be moved upstairs in the radio spectrum as soon as possible after the war, without allowing the new medium to become established on present standards which CBS believes not good enough for successful commercialization, a view which recently received support from the recommendations of the interdepartmental Radio Advisory Committee [BROADCASTING, Aug. 14].

Although the CBS applications for ultra-high frequency video stations total five, the maximum permitted by the FCC for commercial operation, the network does not plan on discontinuing its sight-and-sound broadcasting on its present video station, WCBW New York, which operates on the 60-66 mc channel, until such time as service in the higher frequencies is established. It is expected that dual operation in New York will provide a chance to demonstrate the advantages of the system advocated by CBS over the present narrow-channel service at lower frequencies.

No action on the applications is likely until after the conclusion of the FCC allocation hearings, starting Sept. 28 in Washington, which are expected to be followed by the assignment of definite operating channels for all radio services, including standard broadcasting, FM communications and the others as well as television.

Even then the FCC will retain all applications for new services in a suspended file, pending lifting of a materials freeze order.

SMITH & BULL Adv., Los Angeles, to enable staff to hear all agency programs as they are broadcast, has equipped its new quarters with loudspeakers connected with master control room.

AVERAGE INDUSTRIAL WAGE
first 5 Months of 1943
$47.22

AVERAGE INDUSTRIAL WAGE
first 5 Months of 1944
$47.22

WORCESTER WAGES STAY AT ALL TIME HIGH PEAK

Stability is Worcester's middle name. Twice now, for the first five months of 1943 and 1944, Worcester's Average Industrial Wage has reached $47.22*. This all time high figure is enough to indicate the tremendous, steady, buying potential of this important Central New England Market. Watch for WTAG's ratings to show you how BIG this station is, inside of a BIG Market.

* Worcester Chamber of Commerce.

PAUL H. RAYMER CO. National Sales Representatives
WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE
BASIC CBS
580 KC
5000 Watts

NAB Board Names Allocations Group

Craven Heads Subcommittee To Plan Part in FCC Study

NAB participation in the general allocation hearings called by the FCC to begin Sept. 28 will be drawn by a subcommittee of its Board of Directors, headed by T. A. M. Craven, former member of the FCC and now vice-president of the Iowa Broadcasting Co. Other members of the committee are Kolin Hager, WGY Schenectady, and John E. Fetzer, WKZO Kalamazoo, now serving in Washington as assistant director of censorship in charge of radio.

The Board, at a meeting Aug. 31 following the close of the NAB Executives War Conference, concluded that the NAB should urge adequate provision for all types of broadcast service, present and future, in the new allocations, but without supporting the individual claims of any particular service [BROADCASTING, Sept. 4].

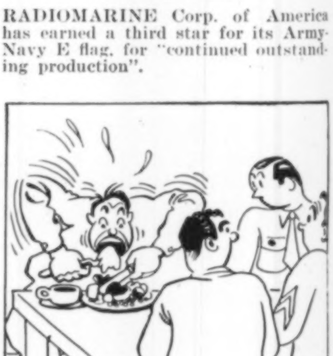
Mr. Craven, elected to the Board by what was understood to be a virtually unanimous vote (the balloting was not made public), will draw upon his comprehensive background as an engineer, a Naval officer and a member of the FCC in formulating the NAB's plans. The Board subcommittee will work with the NAB's Engineering Executive Committee in drafting the appearance, due to be filed by Sept. 11.

Members of the Engineering Executive Committee are: John V. L. Hogan, WQXR New York, chairman; O. B. Hanson, NBC; William B. Lodge, CBS New York; G. Porter Houston, WCBM Baltimore; Dr. F. M. Doolittle, WDRC Hartford.

Block Drug Promotes

BLOCK DRUG CO., Jersey City, is using one-minute live and transcribed announcements on some 10 stations in the east for Dentu-Grip, a dentrifice. Stations will be added as distribution is extended. Agency is Cecil & Presbrey, N. Y.

RADIOMARINE Corp. of America has earned a third star for its Army-Navy E flag, for "continued outstanding production".



"He's been listening to rationing news on WFDF Flint, and he goes home on a furlough tomorrow."

The Washington Post *assumes control of* WINX

EUGENE MEYER, PUBLISHER OF THE WASHINGTON POST, AUTHORIZED THE FOLLOWING STATEMENT UPON COMPLETION OF THE TRANSFER:

"When I took possession of The Washington Post in June, 1933, I stated in the first edition that:

★ ★ ★

"'It will be my aim and purpose steadily to improve The Post and make it an even better paper than it has been in the past. It will be conducted as an independent paper devoted to the best interests of the people of Washington and vicinity, and hopes to have their interest and support.'

★ ★ ★

"Every effort has been made by the management and staff to adhere throughout the years to the ideals announced on the first day of the present ownership and management. The progress of The Post reflects a sympathetic understanding by the public of the purposes and policies which have been pursued.

"In the same way, it will be the aim and purpose steadily to improve WINX and make it an even better radio service than it has been in the past. It will be conducted as 'Washington's Home Station,' devoted to the best interests of the people of Washington and vicinity, and hopes to have their sympathetic interest and support. I indulge the hope that WINX, guided by the same sense of responsibility to the public, will gradually win its way in a program of service to the community. A radio station, like a newspaper, must be a cooperative institution and its value will be established by its success in understanding and meeting the interest and the needs of its constituency."

WINX

The Washington Post Station

Washington 1, D. C.

National Representative: FORJOE & CO. · *New York* · *Philadelphia* · *Chicago*

No. 1 Coverage of N. Carolina's No. 1 Market!

WINSTON-SALEM
GREENSBORO
HIGH POINT

WSJS

NBC

5000 Watts
600 on the Dial

★

Represented by
HEADLEY-REED COMPANY

Purely PROGRAMS

HISTORY, literature and music of the Jewish people will serve as source material for *The Eternal Light*, weekly half-hour Sunday series to be presented on NBC in cooperation with the Jewish Theological Seminary of America, beginning Oct. 8. Over-all purpose will be to show Judaism as a moral force in the important moments of history. Dramatizations will be followed by choral music and a short talk by rabbis and laymen. Program will be presented under the supervision of a radio committee of lay and rabbinical representatives of all branches of Jewry in the United States, with Rabbi Louis Finkelstein, Jewish Theological Seminary, president, as chairman.

* * *

Highschools on Air

ARRANGEMENTS have been made by WASK Lafayette, Ind., to broadcast each Thursday afternoon from a different high school in that area a new program called *High Schools on Parade*. Participating on the hour program are students, campus organizations and groups and school officials. Local merchants sponsor the program each week which is conducted as a student assembly feature, with school held-over for the show. Idea was originated by Bill Warren, WASK program director.

New Service Show

A PUBLIC service program, *Open House*, offering opportunity of expression to individuals and organizations with messages of public importance, started Sept. 7 on WMCA New York under sponsorship of Abe Stark, Brooklyn clothing merchant. Edward Bobley serves as moderator of series which will be heard two evenings a week. Robert Edwards Co., New York, is producer.

* * *

Reception

RECEPTIONS for returning Canadian war veterans at Exhibition Park railway station are being broadcast by CKCL Toronto on a *Welcome Home* program sponsored by the Assoc. of Toronto Hotel Proprietors. Recorded as the boys come home, program is broadcast at set times weekly. Walsh Adv. Co. Ltd., Toronto, is handling the account.

* * *

Plays on NBC

THREE WINNING one-act plays submitted in a contest for enlisted men of the Navy, Coast Guard and Marine Corps will be broadcast exclusively on NBC in a series of weekly programs starting Sept. 14. Contest was sponsored jointly by the Third Naval District and John Golden, theatrical producer.

MBS Magazine Tieins

MUTUAL Network, in presenting sustaining programs with magazine tieins, has two such shows scheduled to start Sept. 11 and a third in the negotiating stage. In addition to *Real Stories From Real Life*, now presented in conjunction with a broadcast of *Voice of Movieland*, based on a Hillman magazine of the same name and featuring Gerry Larson, songstress, Monday through Friday, 4:30-4:45 p.m. Another new show, Monday through Friday, 11:15-11:30 a.m. will have the title and material of a column "*Do You Need Advice*" appearing in *True Romance*, a Macfadden publication, with the writer, Joan Porterfield, as star. *The Handy Man*, starring Jack Creamer, will be moved into the 4:45-5 p.m. spot and may tie in with the *True Experiences*, of the Macfadden women's group.

* * *

14th for Medical Series

ACCORDED the oldest continuously produced medical program in the world, *Rochester's Medical Broadcast*, conducted weekly over WHAM Rochester by the Medical Society of the County of Monroe, enters its 14th year on the air this fall with presentation of medical advice and counsel, including guest speakers and roundtable discussions, of interest to the public. National and local speakers, from all fields of medical education and practice, as well as Government, are among those featured.

* * *

Arts of Canada

DISCUSSION series on the arts in Canada, *Art In Living*, was started by the CBC Sept. 5 as a weekly feature. Leading Canadians are heard on the series and Arthur L. Phelps acts as chairman. Series deals with the visual arts, drama, music and literature.

NAB Thanks OWI

COINCIDENT with the NAB Executive War Conference in Chicago last week, program managers of American stations formally expressed their thanks to the Domestic Radio Bureau of OWI. The Bureau stated an announcement had shown an excellent understanding of radio's problems, and through its efficiency the thousands of messages of government agencies moved smoothly and swiftly through studios to millions of listeners.

3 KEYS *For Your Spots*

WDRC gives you not one — but *three* keys to successful spot radio advertising. In the Hartford Market, WDRC has the winning combination of 1) coverage, 2) programs and 3) rate!

1 COVERAGE 2 PROGRAMS 3 RATE — GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's Pioneer Broadcaster

FOUR TOP MARKETS!

- Central Kentucky
WLAP *Lexington, Ky.*
- Amarillo
KFDA *Amarillo, Tex.*
- The Tri-State
WCMI *Ashland, Ky.-Huntington, W. Va.*
- Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

To Time-Buyers Who Want

FACTS ...not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

PROGRAMS*	HOOPERATINGS Omaha** (WOW)	HOOPERATINGS National*** (U. S. Urban)	PLUS Ratings of WOW
(Nighttime—Mon. thru Sun.)			
Bob Hope	44.6	33.0	11.6
Fibber McGee and Molly	48.1	32.9	15.2
Red Skelton	43.5	31.8	11.7
Abbott and Costello	31.4	22.9	8.5
Mr. District Attorney	33.2	22.7	10.5
Bing Crosby	30.7	22.5	8.2
Kay Kyser (10:00-10:30 PM E.S.T.)	30.4	21.6	8.8
Mr. and Mrs. North	22.5	14.6	7.9
Fitch Bandwagon	34.0	16.0	18.0
One Man's Family	23.0	15.7	7.3
People Are Funny	24.7	13.4	11.3
Million Dollar Band	21.5	11.9	9.6
Information Please	18.4	11.0	7.4
Date with Judy	22.0	11.2	10.8
Jimmy Fidler	18.5	8.9	9.6
(Daytime—Mon. thru Fri.)			
Right to Happiness	11.5	8.6	2.9
Ma Perkins	13.7	7.4	6.3
Light of the World	13.9	6.5	7.4
Road of Life	8.2	6.8	1.4
Today's Children	12.8	6.2	6.6
Guiding Light	16.0	6.1	9.9
(Daytime—Sunday)			
John Charles Thomas	11.1	9.0	2.1
Those We Love	13.6	7.7	5.9
World News Parade	12.9	7.7	5.2
NBC Symphony	6.7	5.1	1.6

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.

*** From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 89 cities, a cross-section of all 412 U. S. cities over 25,000 population.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS—and it's a reason that's important to advertisers:

For 21 years Omaha listeners have *always* been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% **of the MORNING audience;**

49.0% **of the AFTERNOON audience;**

52.6% **of the EVENING audience.**

RADIO STATION

WOW INC.

OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Leading Stores Plan to View GE Video Show

GENERAL Electric's invitation to department stores to attend a television program to be held at WRGB Schenectady Friday, Sept. 29, has been widely accepted. Among stores planning to attend are:

Abraham & Straus, Brooklyn; L. S. Ayres & Co., Indianapolis; Bloomingdale Bros, New York; Milwaukee Boston Stores, Milwaukee; Bullocks, Los Angeles.

Burdine's, Miami; H. C. Capwell Co., Oakland, Cal.; The Dayton Co., Minneapolis; Emporium, San Francisco; William Filene's Sons Co., Boston; B. Forman, Rochester, N. Y.; Joseph Horne Co., Pittsburgh; J. L. Hudson Co., Detroit; Hutzler Brothers Co., Baltimore; F. & R. Lazarus & Co., Columbus, O.; Rich's Inc., The John Shillito Co., Cincinnati, O.: Atlanta; The Rike-Kumler Co., Dayton, O.; Stix, Baer & Fuller Co., St. Louis; Strawbridge & Clothier, Philadelphia; The William Taylor Son & Co., Cleveland; Thalhimer Brothers, Richmond; R. H. White Co., Boston.

A NEW book on training the speaking and singing voice by Dr. Franklin D. Lawson has been published by Harper & Bros., New York, $2.50.

INTRODUCING Ted Mangner (left), new director of farm programs for KMOX St. Louis, is Wendell Campbell, assistant station manager. Mr. Mangner is a former assistant professor of radio extension in the College of Agriculture at the U. of Illinois, and has been broadcasting farm programs from WILL Urbana, Ill., in addition to writing his farm column which is used by 38 stations.

CBS has issued the fourth in a series of pocket-size booklets listing programs available for sponsorship.

Lorillard Pro Grid

P. LORILLARD & SONS, New York (Old Golds) is sponsoring the latest news flashes on horse races plus human interest stories on the sport, on a six-weekly quarter-hour program, conducted by Clem McCarthy on WHN New York. Series will run 52 weeks. Firm also sponsors professional football games of the New York Giants [BROADCASTING, Sept. 4] Sundays from 2:15 p.m. to conclusion of game. J. Walter Thompson Co., New York, is agency.

Correction

PACIFIC NATIONAL Adv., Seattle, does not handle the account of Seattle Brewing & Malting Co. as incorrectly stated in the Aug. 21 issue of BROADCASTING. Seattle Brewing agency is Western Adv., Seattle.

ROBERT ST. JOHN, NBC commentator and veteran war correspondent, has written a novel about a foreign correspondent, *It's Always Tomorrow*, to be published this fall by Doubleday, Doran & Co.

Nets to Start Grid Broadcasts on 16th

Line-up Includes Ted Husing, Hodges, Wismer, Stern

NETWORK coverage of the 1944 football season gets under way Sept. 16 with CBS, NBC and the Blue Network covering the contest between Iowa Pre-Flight and Michigan U., all networks covering selected games each Saturday.

Ted Husing will be assisted by Jimmy Dolan in handling the CBS report. CBS will cover the following games: Sept. 23, Purdue-Great Lakes; Sept. 30, Army-Carolina U.; Oct. 7, Notre Dame-Tulane, with others to be announced.

Blue Schedule

With Harry Wismer, handling the play-by-play description, and Joe Wilson, Chicago staff announcer, doing the "color," the Blue has also scheduled the Purdue-Great Lakes game, future schedules to be announced.

NBC's football broadcasts will he handled by Bill Stern, director of sports, and will be heard each Saturday concluding with the Rose Bowl classic on New Year's Day.

Russ Hodges will again handle play-by-play descriptions for Mutual, with Tom Slater, Mutual director of special feaures and sports, handling the color. First football broadcast on MBS will be Sept. 23. Events will not be scheduled until several days before the game, and whenever possible, the latter portions of both games in the Central and Pacific time zones will be broadcast, allowing more than one game to be carried on the same day.

Gen. Foods Show

GENERAL FOODS Corp, New York, will star Fanny Brice, as "Baby Snooks" in her own show *Toasties Time* on CBS Sunday 6:30-7 p.m. with a supporting cast including Hanley Stafford as "Daddy"; Danny Thomas, night club and radio comic Carmen Dragon's orchestra and a vocalist "to be known only as The Voice of Eloise." Miss Brice will deviate occasionally from her familiar role to portray various characters she has represented as a Ziegfeld Follies comedienne. Al Kaye will produce. Agency for Post Toasties is Benton & Bowles, New York.

CBC to Air Benny

JACK BENNY, whose sponsored program for American Tobacco, will not be carried in Canada, may be carried by the Canadian Broadcasting Corp., on its Trans-Canada network as a sustaining program, with Government war messages in place of the commercials, it is understood. The CBC is negotiating with the agency for the use of the Jack Benny show as a sustainer, since the program is as much an institution in Canada as in the U. S. Final decision will rest with Benny, to assure that no plugs will be carried in the show aside from regular commercials.

To the Radio Industry

After twenty years in the broadcasting industry, I have transferred Radio Station CKCL, Toronto, to new owners, Mr. J. K. Cooke and his associates.

Looking back over my many years in the industry, I appreciate the fact that I have had very loyal support and consideration from the radio industry.

On passing the ownership of CKCL to Mr. Cooke and his associates, I feel that I am transferring my responsibility to a group of men who will continue to operate the franchise in the best interest of you, the radio industry. They are a keen group of business men who are bringing new and fresh ideas which I feel sure will be to everyone's benefit. My sincere thanks to you for your kindness in the past, and my request you pass your loyal support to the new owners of the radio station.

HENRY S. GOODERHAM,
President.

CKCL
TORONTO

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

QUIET
ON THE AIR

Three KGW announcers often heard on the shipyard newscasts (left to right) Dick Rand, Gordon Bambrick and Hartley Sater (now in the armed services). This special news service is provided during the lunch period to all Portland shipyards

Shipyard workers at the Willamette Iron & Steel corporation, Portland's largest navy shipyard, listen to the KGW lunch-time news broadcasts by special direct wire from the KGW newsroom. Thousands of workers in other Portland shipyards also listen to this service, which is provided as a morale booster in cooperation with the Industrial Incentive division of the U.S. Navy, proving once more that KGW takes public service where and when it will be most effective.

●

Glenn Howard, KGW news editor, checks copy coming "hot" off the teletype.

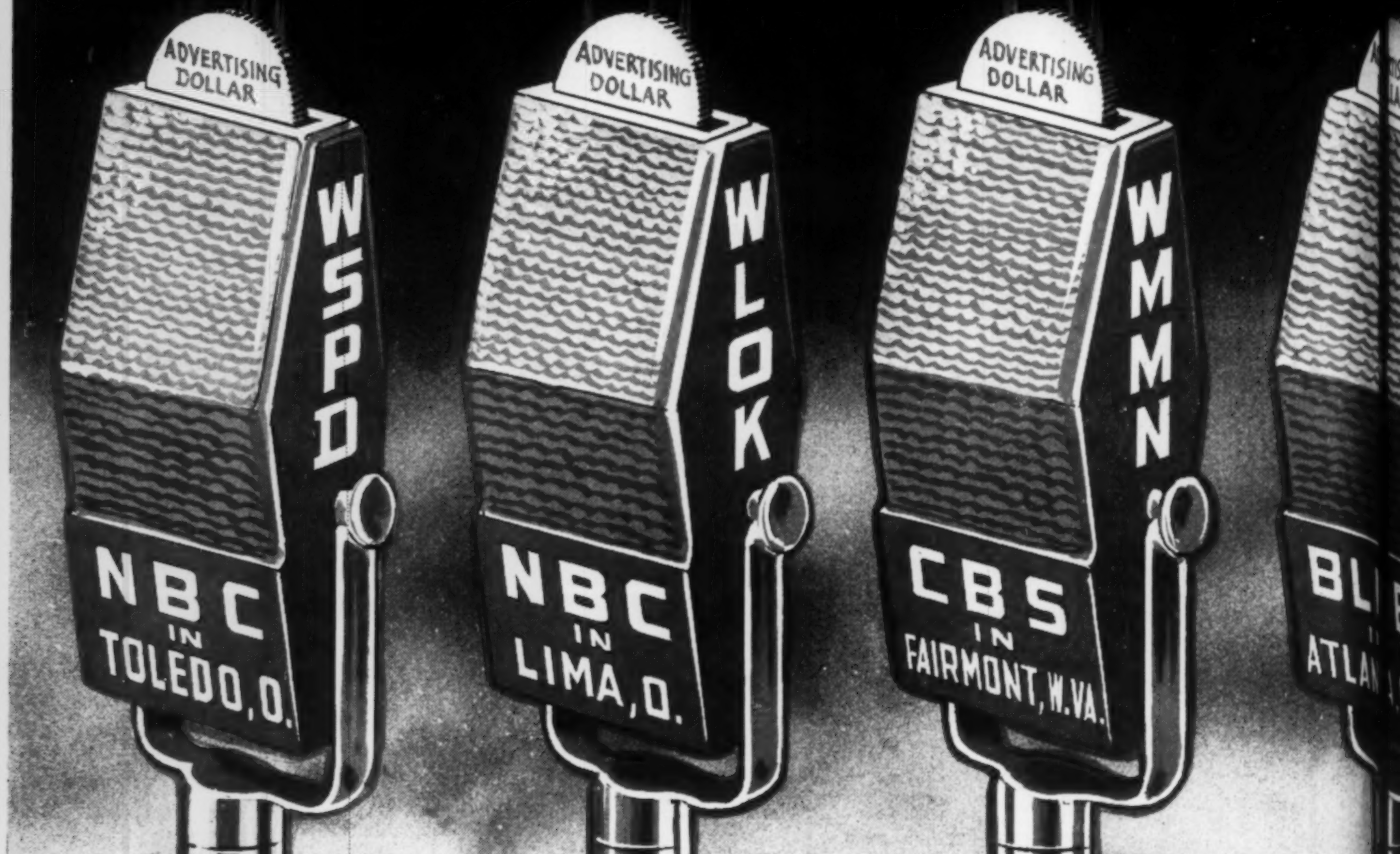
AUSTIN F. FLEGEL, JR. .... **EXECUTIVE VICE PRESIDENT OF PORTLAND'S WILLAMETTE IRON AND STEEL CORPORATION**

SAYS... "Portland's shipyard workers have hung up national records in war production and they're not going to stop until the war is won. KGW, by bringing its lunch hour news of the progress of the fighting to the men and women who are building the materials of war, is helping to keep up production tempo. We're grateful, indeed, to KGW for the fine job it's doing, and its high sense of public responsibility in its service programs..."

THE STATION WITH EAR APPEAL
KGW
PORTLAND
OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Fort Industry Co.

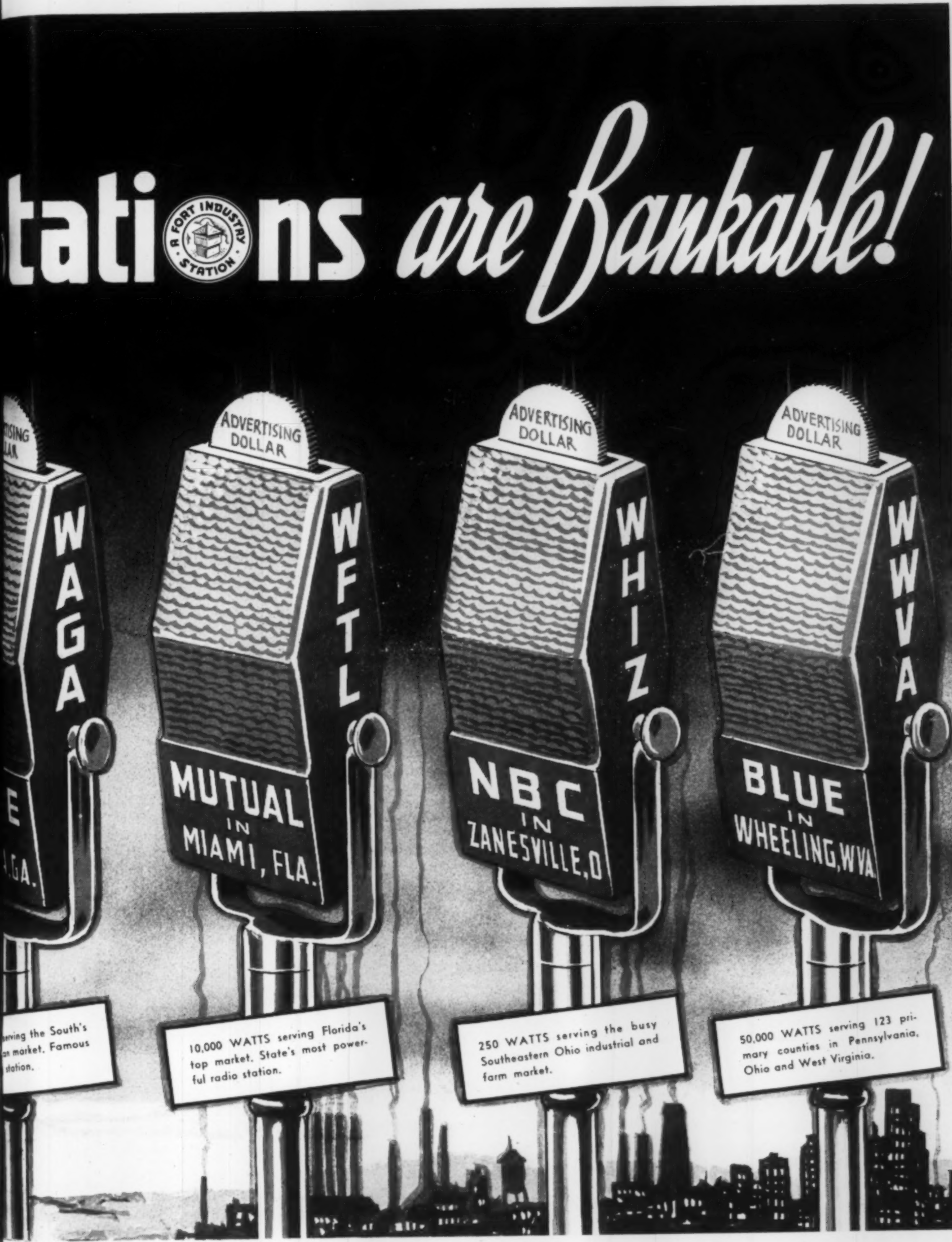

A FORT INDUSTRY STATION
ADVERTISING DOLLAR
WSPD
NBC IN TOLEDO, O.
ADVERTISING DOLLAR
WLOK
NBC IN LIMA, O.
ADVERTISING DOLLAR
WMMN
CBS IN FAIRMONT, W.VA.
BL
ATLAN

5,000 WATTS serving the great market of Northwestern Ohio and Southern Michigan.

250 WATTS serving the dependable Ohio test market spearheaded by Lima.

5,000 WATTS serving one of America's most famous direct response audiences.

5,000 WAT
big metro
merchand



tations are Bankable!
A FORT INDUSTRY STATION
ADVERTISING DOLLAR
WAGA
BL E
TLAN .GA.
ADVERTISING DOLLAR
WFTL
MUTUAL IN MIAMI, FLA.
ADVERTISING DOLLAR
WHIZ
NBC IN ZANESVILLE, O
ADVERTISING DOLLAR
WWVA
BLUE IN WHEELING, W.VA.

000 WAT serving the South's
g metro an market. Famous
erchand station.

10,000 WATTS serving Florida's top market. State's most powerful radio station.

250 WATTS serving the busy Southeastern Ohio industrial and farm market.

50,000 WATTS serving 123 primary counties in Pennsylvania, Ohio and West Virginia.

Editorial

Dewey Speaks

EVER SINCE the political conventions last June and July, broadcasters have hungered for information on the position of the respective Presidential candidates on radio. The Republicans adopted a "free radio" plank. The Democrats ignored radio in their platform.

In this issue we report an interview with Gov. Dewey, the Republican candidate. In frank and forthright fashion he calls for an unfettered system. He is against FCC incursions into fields beyond regulation of technical facilities. He opposes Government ownership, or banning of sponsorship of news. He condemns CIO Political Action Committee demands for radio time as the demands of a "rump part of one wing of a political party". He wants FM and television developed by private enterprise without undue restraint.

Mr. Dewey's expressions put the Republican party on record. In this campaign there have been no statements whatever from the incumbent Democratic party. Broadcasters want to know.

We have said before that, unlike newspapers, broadcast stations carry no political label. They do not pledge themselves to this party or that. They take no editorial position. That is good radio and sound operation.

The Republicans have committed themselves by party resolution, now buttressed by the clear cut views of their candidate, in favor of remedial legislation and rule by law. We are hopeful that before the campaign ends, the Democrats will come forth with renewed and explicit expressions for a free radio and, as Mr. Roosevelt in 1939, for a new radio law.

'This Is Radio'

RADIO'S war hall of fame will contain many names of broadcasters who have performed outstanding service. High on the list will be Edward R. Murrow, CBS European director.

Tribute to Ed Murrow has just been paid by the Assn. of American Correspondents in London. The association has elected him president for the coming year, first time the honor has gone to a broadcaster.

Those who have followed Ed's handling of Columbia's European news setup know how richly he has earned this recognition from an organization that has been dominated by newspaper and press association members. Not yet told in adequate manner is the job Ed did on D-Day.

There are many other untold chapters about Ed Murrow's coverage of World War II. His innate modesty, his sensitive touch, his descriptive genius, his almost poetic insight will be heralded when the radio history of this war is written. It was during the German air blitz of London that his phrase "Orchestrated Hell" was coined. He has been on the European scene since 1937.

Murrow's "This Is London," is now an American by-word. Ed Murrow epitomizes American radio at its best.

Will to Fight

THANKS to the courage and foresight of two independent station owners, radio in the last fortnight has won two labor test cases of vast importance.

WMAL Washington, in a proceeding instituted after the American Federation of Radio Artists had insisted upon an "assigned fee" or "pay-within-pay" principle for staff announcers handling commercial spots, carried its case to the War Labor Board. Its victory is all the more significant because other Washington stations had accepted the "assigned fee" mandate, and many AFRA contracts are due for negotiation and renewal this fall.

WJJD Chicago, while under the ownership of Ralph L. Atlass (the station since was sold to Marshall Field) went to the mat on the platter-turner issue with Jimmy Petrillo's AFL, after the major networks had agreed to recognize the right of AFM to represent record-turners as "musicians". The NWLB regional panel in Chicago has ruled in favor of Mr. Atlass' contention—that WJJD did not require additional musicians to change records, and that in view of the manpower shortage the board could see no justification for giving AFM exclusive jurisdiction over record-turning operations.

The latter decision isn't a conclusive one, and does not decide finally the jurisdictional dispute between AFM and NABET or even IBEW. But it does make a shambles of the Petrillo unemployment argument and the "make-work" issue. The Atlass opposition is a refreshing departure from the position of the networks acquiescing to the Petrillo demands, even after the AFM head had told a Senate Committee he had never meant to pursue the platter-turner issue seriously and that it was just a windfall. With jurisdiction over platter-turners, plus his ability to "pull-the-plug" on network programs using music, Jimmy would have a strangle-hold on music performances over affiliated and independent stations alike.

The AFRA ruling is more conclusive. Kenneth H. Berkeley, general manager of WMAL, tells the story in this issue. (See page 16).

By paying staff announcers, in addition to base salary, a set fee for each commercial announcement without regard to selection by the sponsor, the announcer would get extra pay for doing the precise thing for which he was hired. The announcer with the trick in which most such spots fall would benefit over his colleagues. Individual merit wouldn't be recognized and incentive would be reduced, for the announcer wouldn't have to show proficiency to be selected by the advertiser as "talent" to get an extra fee.

The most telling point Mr. Berkeley cites is that if the assigned fee principle is approved for announcers, the station inevitably would be faced with similar demands from other employes. Engineers, production men, sound effects men, news editors, scriptwriters and administrative help all are essential to station operation. The implications are obvious. The station, as Mr. Berkeley points out, would become a mere concessionaire.

All in radio should be thankful there are independent broadcasters with the will to fight these important issues which, if left uncontested, could well undermine the whole economy and independence of the medium.

Our Respects To —

JOHN CREUTZ

WHEN a boy 13 starts to take an active interest in radio, gets a job in the industry, follows it up through college, and remains in the radio field for 23 years, you can be certain that radio is both his vocation and avocation. Such a man is John Creutz, new (June 1) chief of the Domestic & Foreign Branch of the WPB's Radio & Radar Division.

He was born in 1908 in Beaver Dam, Wis., a town of about 6,000 souls, but no radio station. The closest station is WIBU, a 250-watter in Poynette, Wis., which occasionally originates programs at Beaver Dam.

John Creutz first got into radio while attending Monroe (Wis.) High School when he built his own set. Entering the U. of Wisconsin at Madison after graduation from Monroe High, he "tinkered a good bit with radio" as he puts it, working at WHA, the college station, and incidentally one of the oldest in the country. That was in 1927. At the university he nearly ruined his health because of his interest in radio—he worked at WHA in the afternoons and at WIBA Madison nights. Sometimes he had to keep standing to prevent himself from falling asleep.

After taking his B. S. in electrical engineering at Wisconsin in 1931, he did graduate work there, keeping radio importantly in mind. There he did some of the early pioneering on directional antennas. In the early 30's he became chief engineer at WIBA where he was instrumental in putting on a three-element, directive tower.

Anyone who peruses the FCC records can find some of John Creutz's handiwork in the Commission's files, for in 1936 he entered the consulting business with E. C. Page, a radio engineer. While he was chief engineer at WIBA, Mr. Creutz built one of the first AC operated 5 kw transmitters that used no rotating machinery, considered then quite an innovation.

A year later—1937—Mr. Creutz moved to Washington when Mr. Page went into partnership with G. C. Davis, Washington consulting engineer. After five years in the capital, John Creutz came to his present Government post in the Radio & Radar Division in 1942, serving as assistant chief of the branch under Frank McIntosh. When Mr. McIntosh resigned last June, John Creutz was the logical successor.

He enjoys his work with the Government, says it brings him into contact with many of

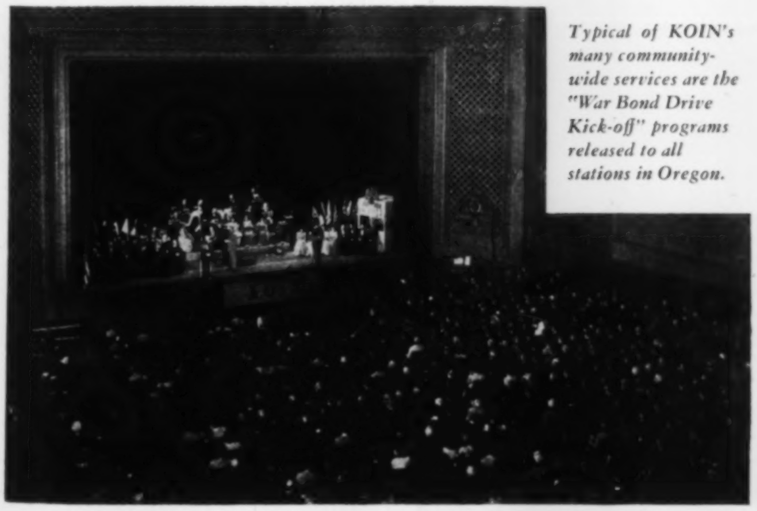
(*Continued on page 38*)

How Big is a Community?

To these five governors 'community' means ...the Pacific Northwest

KOIN'S panel discussion, Northwest Development Association, released through CBS to audiences throughout the Northwest. *Left to right*—Gov. C. H. Bottolfsen, Idaho; Art Kirkham, KOIN; Gov. L. C. Hunt, Wyoming; Gov. Arthur B. Langlie, Washington; Gov. Earl Snell, Oregon and Gov. Sam C. Ford, Montana.

● Portland, Oregon is a wartime city . . . vital and alive. It would be easy to limit KOIN's Public Service to Portland's metropolitan 522,000 people. But Public Service means responsibility to a community. Our community is also the Northwest. KOIN is firmly a part of the Pacific Northwest's vibrant present and inevitable future.



Typical of KOIN's many community-wide services are the "War Bond Drive Kick-off" programs released to all stations in Oregon.

KOIN

PORTLAND, OREGON

●

FREE & PETERS, INC., National Representatives

WHAT'S WRONG
WITH THIS
PICTURE?

If farmers customarily wore silk hats and carried canes, you *might* expect them to like "farm stations" which carry perhaps one farm program a day — might even expect them to like "farm editors" with deep Oxonian accents!

But farmers want and need a very different radio diet than appeals to urban people. A good farm station is as vital to a farmer as "Broadcasting" is to a radio advertiser! And farmers can detect a phoney radio farmer just as easily as you detect a phoney radio trade-paper!

That's why KMA is the No. 1 Farm Station in this No. 1 Farm Market—why KMA gets more than *twice* as much listener-mail as any other station in this area. KMA is a true farm station—devotes hours daily to the specific needs of its *farm* audience.

Let us send you the whole amazing story. Until you hear it, you'll never know what a real farm station can do for you. Write!

KMA
Blue Network

The No. 1 Farm Station
in the No. 1 Farm Market

152 COUNTIES
AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Our Respects to

(Continued from page 36)

his old friends and former business associates. In addition to his official duties as chief of the WPB Domestic & Foreign Branch of the Radio & Radar Division, Mr. Creutz is "chief" of the five-man car pool which carries him and four associates the 20 miles over to Virginia and back every day.

In 1932 Mr. Creutz married the former Ardel Trier of Hurley, Wis., a former classmate at the university whom he met for the first time on vacation when he was guest of his roommate. Mr. & Mrs. Creutz live near McLean, across the Potomac from crowded Washington, where there is lots of sunshine and open space for their two children, both boys—aged 6 years and 6 months. His hobbies—home and radio.

Speaking of ages—Mr. Cruetz will be 36 Sept. 26.

Johnson a Candidate

WALTER JOHNSON, former FCC attorney and Washington radio lawyer, is campaigning for Congress in the First Virginia District as the Republican nominee opposed to the Democratic incumbent, S. Otis Bland. Mr. Johnson lives in Heathsville, Northumberland County.

Personal NOTES

CAPT. JAMES B. ROCK, former KDKA Pittsburgh manager, and Capt. Carl O. Wyman, former engineer of KDKA, recently met in the Pacific area. Both are now in the Marine Corps.

ORVILLE LAWSON, member of the KRNT Des Moines sales staff, has been named sales promotion manager of the station, replacing John Drake, who has joined WLS Chicago.

SAMUEL R. WHITE, former sales promotion manager of WLW Cincinnati, has joined the *Indianapolis Star* and its station, WIRE, as manager of sales promotion and merchandising.

TROY McDANIEL, for the past two years treasurer of KGBS Harlingen, Tex., has been named manager of the station, replacing I. S. Roberts, who has joined KBWD Brownwood, Texas.

VAUGHN P. (Serg) UTT, released by the Marines, has joined the sales staff of WJW Cleveland.

HOWARD J. LONDON, radio director of the National Foundation for Infantile Paralysis, is in Hollywood arranging for the 1945 "March of Dimes" campaign.

PHIL POCOCK, London, Ont., has joined the sales staff of CKSO Sudbury, Ont.

DAN CARR, manager of CJKL Kirkland Lake, Ont., has joined the Toronto office of National Broadcast Sales as director of research, and Ted Morrow, manager of CKGB Timmins, Ont., has joined NBS as a salesman.

KTBS Names Petry

KTBS Shreveport, La. has appointed Edward Petry & Co. as national representatives, the station announced last week. Authorization was granted by the FCC a fortnight ago for swap of the NBC affiliate, sister station of KWKH, with KTHS Hot Springs, Ar. [BROADCASTING, Sept. 4], the exchange resulting from the FCC's "duoply" ban.

New NAB Members

WKRC Cincinnati, and WROL Knoxville, Tenn., were admitted to membership in the NAB by the Board of Directors at a meeting held Aug. 31, bringing its active membership up to 617. Harry S. Goodman, Radio Productions, New York, was admitted to associate membership, bringing the associate total to 32.

Author Honors Radio

AMONG 32 company presidents used as examples of possessing the essential qualities of big executives, in a new book titled the *Technique of Building Personal Leadership*, two Chicago radio officials, George A. Eastwood, president of Armour & Co., and Eugene F. McDonald Jr., president of Zenith Radio Corp., were mentioned.

HAROLD S. SOLDERLUND, former account executive for Buchanan-Thomas Adv., Omaha, is now in charge of contacts in the Omaha area for KFAB Lincoln.

BOB DOOLEY, formerly with KOIL, KFOR and KFAB, since the split in management of the three stations, has been named manager of national sales for KFAB Lincoln.

BILL EDHOLM, salesman of KOIL Omaha, has been named manager of the sales department. Margaret Croghan and Don Paffenrath handle local and regional accounts.

BILL WALKER, in CBS network operations since 1942, formerly with Lynn Murray's chorus, World Broadcasting System and WAAT Jersey City, has been named sales service manager of WABC, CBS key station in New York. He replaces Jim Brown, who now handles production for *Missus Goes A-Shopping*, on WABC.

KARL STREUBER, for ten years in export sales of theatre equipment, has been named theatre equipment sales manager for the international department of RCA-Victor Division of RCA.

NED CALMER, CBS news analyst, will leave shortly for England and France as a CBS war correspondent.

"Your Western New York Salesman"

WHAM

ROCHESTER, N. Y.
50,000 Watt . . . Clear Channel
. . . 1180 on Dial . . .
Affiliated with the
NATIONAL BROADCASTING COMPANY
National Sales Representative:
GEORGE P. HOLLINGBERY CO.

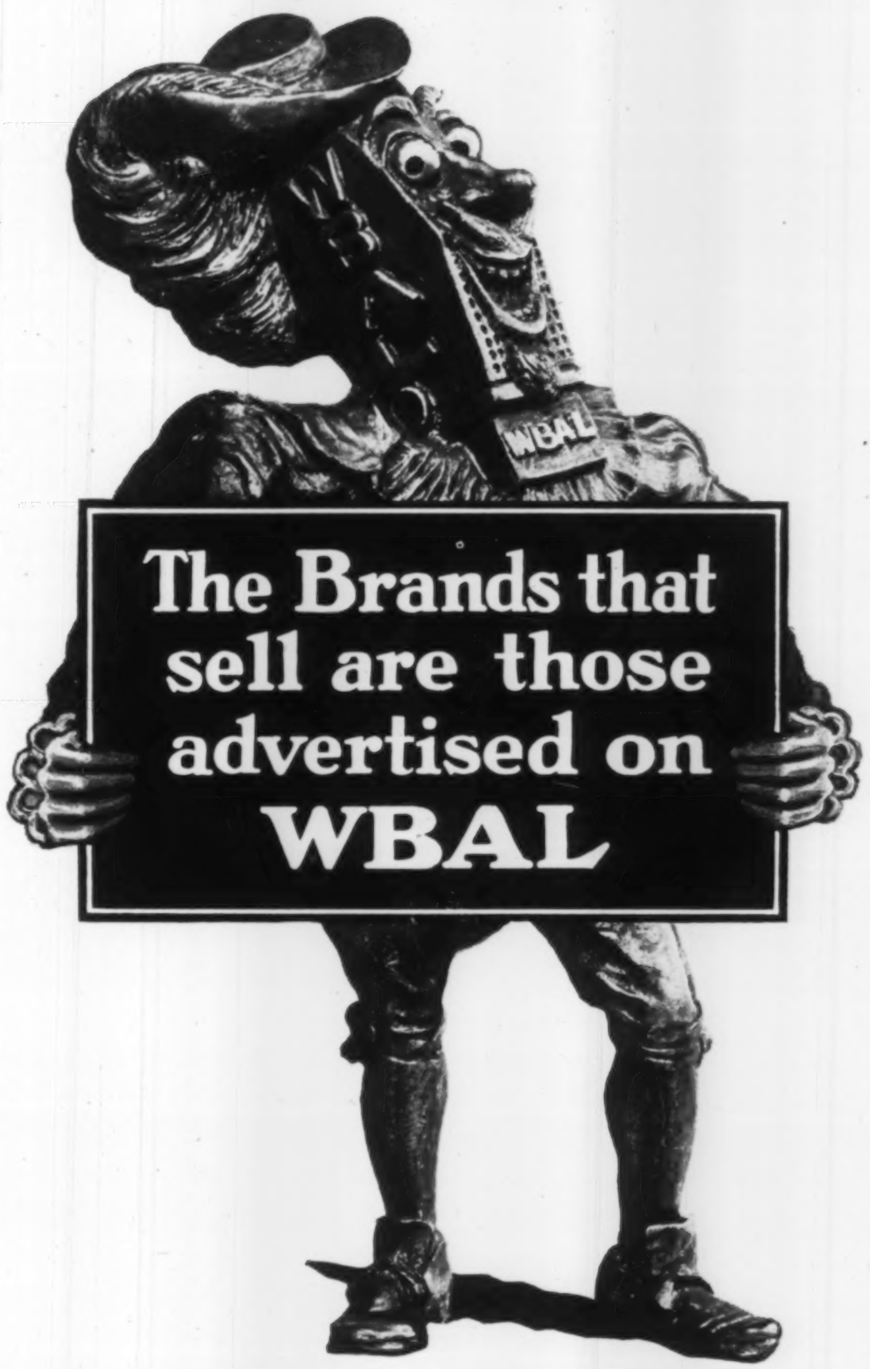
"The Stromberg-Carlson Station"

WING

Basic Blue
WING
is
DAYTON'S
No. 1
Choice of
Merchants
Using Radio
●
Ronald B. Woodyard
Exec. Vice President

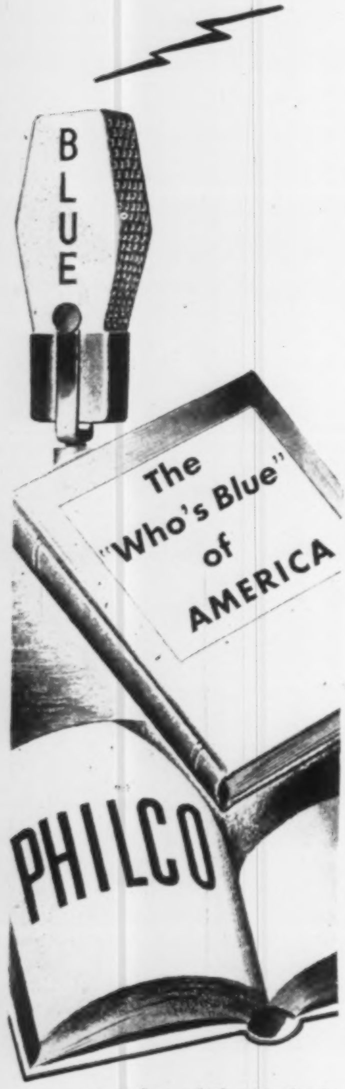
Dayton, Ohio

WEED & CO... National Representatives


WBAL
The Brands that sell are those advertised on WBAL

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

BALTIMORE


BLUE
The "Who's Blue" of AMERICA
PHILCO

. . . another of the Nation's Leaders Using The Blue Network!

A leader in its field, Philco's "Summer Hour," starring Paul Whiteman, gives its Hallmark of Quality to The Blue Network.

HOW YOU JOIN THE "BLUE BOOK" OF RADIO

At the moment it's easy. Ask us for information on any one of several daytime fifteen minute strips now open. Surrounded by programs sponsored by some of the nation's biggest and smartest radio buyers, these strips deserve immediate action.

NEW YORK • CHICAGO • HOLLYWOOD
SAN FRANCISCO • DETROIT • PITTSBURGH

PACIFIC BLUE NETWORK

'Info Please' Changes

H. J. HEINZ CO., Pittsburgh, in resuming Sept. 11 *Information Please* on NBC Monday 9:30-10 p.m., will present as guest experts Wendell Willkie, former candidate for Republican presidential nomination, and Alexander Knox, lead in "Wilson" RKO film. Program innovations for the 1944-45 series include opening and closing news flashes, and an additional award—a $500 war bond plus a set of the Encyclopedia Britannica — to the person who submits a questions only in part by the "experts." Agency is Maxon Inc., New York.

WOR's New Lineup

WOR New York has rescheduled programs in the period between 1 and 5 p.m. to eliminate long sequences of any single type of radio material such as music or drama, in favor of variety and change of material every quarter-hour and half-hour. New schedule, which goes into effect Sept. 11 and involves several shows on the Mutual network, entails time changes for about seven programs.

New Research Service

BENNETT ASSOCIATES, a marketing research service, has been formed at 512 Fifth Ave., New York, to conduct national consumer and dealer studies in over 400 cities. Firm is equipped to handle area checking of radio programs thru the coincidental or conscious recall method, according to the director, Archibald S. Bennett. Mr. Bennett has served as director of Paul Cornell Avd., Geo. L. Dyer Adv., Jackson Y. Babitt, and recently as director of market research for Welcome Wagon Service Co.

BEHIND the MIKE

CLETE ROBERTS and Arthur Feldman, Blue war correspondents, have arrived at Gen. MacArthur's headquarters in the Southwest Pacific and will soon resume broadcasting. Bill Baldwin is now at Pearl Harbor.

DEAN LINGER and Edward Skotch have joined the Blue's central division in Chicago. Mr. Linger, former syndicated Hollywood columnist and reporter, has joined the publicity department and Mr. Skotch, formerly with KYW Philadelphia and WSLS Roanoke, Va., has joined the production department.

SGT. MORTON C. WARNOW, waist gunner on a B-17 who had been reported missing in action July 20, is a German prisoner, having been shot down during a bombing raid over Germany. He is the son of Mark Warnow, conductor heard on CBS.

O. GRADY COOPER Jr., formerly with WMAZ Macon and WMJM Cordele, Ga., has joined the announcing staff of WGOV Valdosta.

ART FORD, m.c. of WNEW New York, has been named associate editor of *Orchestra World*.

LT. BOB (Red) HEITOFF, formerly in the CBS traffic department, was reported missing over Germany Aug. 3.

SANDY BECKER, CBS New York announcer, is the father of a girl.

CLINT JOHNSTON, former director of CBS' *School of the Air*, is now a lieutenant at the Air Corps Gunnery School, Kingman, Ariz.

INTERVIEW with Lt. Gen. Wm. S. Knudsen, Commanding General of Army Air Forces Materiel and Services, was conducted over WHIO Dayton by Les Spencer (l), assistant manager of the Ohio station. Wire recording of the event was handled by R. D. Higgs (r), WHIO engineer.

Conrad's Blue Post

FRANCIS CONRAD, station contact representative in the New York office of the Blue Network, effective Oct. 1 will be transfererd to Hollywood, to serve as station relations manager of the western division there. The post is a new one.

MORTIMER DANK, senior staff writer of CBS' shortwave news department, and Barbara Allman, Brookline, Mass., are to be married Oct. 1.

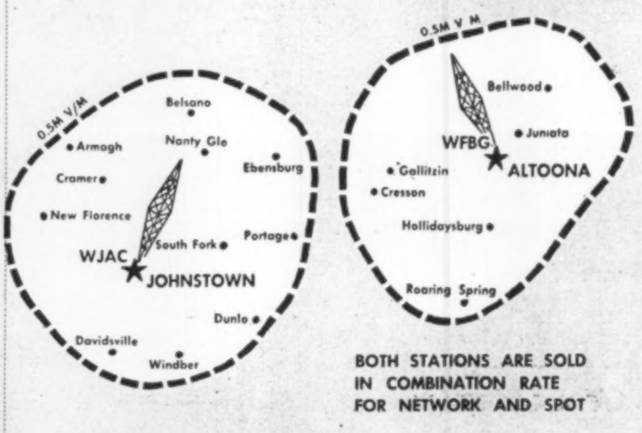
INOCENCIO RODRIGUES, announcer-writer-translator, of Rio de Janeiro, has joined the Brazilian section of CBS' shortwave department, replacing Luis Jatoba, who leaves this month for Brazil.

LISA SERGIO, commentator of WQXR New York, became a U. S. citizen last Tuesday at U. S. District Court in New York, Judge John C. Knox presiding. From 1933 to 1937 Miss Sergio was on the broadcasting staff of the Italian Ministry of Propaganda. She came to America in July 1937, and has since been a severe critic of Fascism.

HARVEY MARLOWE, producer-director of dramatice shows for WOR New York, has joined the Television Workshop, New York, as an associate producer. He will direct several programs on WRGB Schenectady in October. Whiting Thornton, display artist at R. H. Macy & Co., New York, department store, and former stage set designer, has been placed in charge of all scenic design and construction at the Workshop.

WJAC JOHNSTOWN — NBC — **WFBG** ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

The Adventures of Sinbad the Seller

In Bagdad-on-the-Cuyahoga, which is called Cleveland, lived a boy named Sinbad. His was the ambition to become a great Merchant Prince. And to this end he set forth upon a life of voyaging to famed marts of the world, seeking his fortune.

Yet, in all the lands that touch the Seven Seas, Sinbad failed. In far Cathay, the subjects of the great Khan ignored him. In the bazaar of Samarkand, he tended his booth in penniless idleness. And in the streets of Chandipur, Sinbad was just another bum.

Sinbad returned to the city of his birth. And, lo! it was a paradise for merchants. Sinbad asked, "Wherefore is this felicity?" And a merchant replied, "Look, Chum—if you stayed home you'd know what makes mazuma in Cleveland—*the fantastic selling power of Station WHK!*"

Cleveland merchants buy more time over WHK than over any other leading station

WHK

IS

Retailers' Choice in Cleveland

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK-WCLE, Cleveland; WHKC, Columbus

Buffalo's
Greatest Regional
Coverage

WGR

550 K.C.

★

IS
NOW
BUFFALO'S
BLUE
NETWORK
STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

★

BUFFALO
BROADCASTING
CORPORATON

RAND BUILDING, BUFFALO, NEW YORK

National Representative:
FREE & PETERS, INC.

ANNE DIRECTOR, sales promotion manager of KQW-CBS San Francisco, has resigned to become home economics counselor for the Roma Wine Company.

ELMER W. PETERSON, NBC commentator recently returned from coverage of the European war front, has joined KPO San Francisco as commentator on European, Inter-American and domestic affairs. Prior to his association with NBC, he had served as bureau chief for the AP in Scandanavia, covering German's invasion of Denmark and Norway.

ARTHUR SCOTT, news editor at KGVO Missoula, Mont., resigned Sept. 10 to continue his education. He is a veteran of World War II.

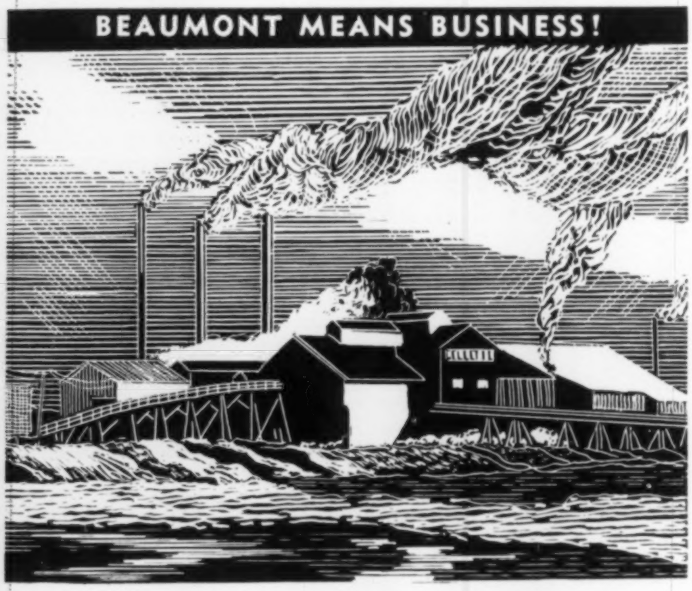
JOHN C. DUVALL, new to radio and former professor at Syracuse U., has joined WFBL Syracuse as news analyst.

Blue Names Bryson

JOHN BRYSON, special features reporter and announcer of the Blue Network central division, has been appointed a war correspondent for the Blue Network, accredited by the Army and Navy to the European theatre, according to G. W. (Johnny) Johnstone, director of news and special features. Bryson, who spent a year overseas before the war, plans to leave for London about Sept. 15. He was formerly with WCLS Joliet, Ill.; KGDM San Francisco, and KFPY Spokane.

MITCHELL B. DeGROOT Jr., publicity director at WCAE Pittsburgh, on Sept. 9 in Chicago was to marry Louise Bloch of Chicago. They will live in Pittsburgh.

BEAUMONT MEANS BUSINESS!



LUMBER

POST-WAR AND POST-NOW

● The manufacture and distribution of lumber has long been an important industry which has contributed and is contributing to the growth and prosperity of Beaumont and the Sabine area . . . a prosperous and growing market of over 250,000 people. In addition to the essential lumber industry, shipyards, steel and iron works, synthetic rubber plants, oil refineries, rice mills and food canneries also assure the continued growth and prosperity of Beaumont and the Sabine district.

KFDM is the major network station which gives you full coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated audience not matched by any other station in this important market. Put KFDM in your selling plans—now and postwar. Get the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

JOE MABRY, former announcer and writer of WHUB Cookeville, Tenn., has been promoted to pharmacist's mate, 2d class, USNR. He is now attached to the Marine Corps and stationed at Camp LeJeune, N. C.

BILL BABCOCK, announcer of KDKA Pittsburgh, and Betty Bissett of New Freeport, Pa., have announced their engagement.

DON VICTOR, formerly with KLX San Francisco, has joined the continuity staff of KQW San Jose, Cal.

YVONNE M. BERGE, script writer at WBZ Boston, has resigned to accept a Red Cross appointment as recreational worker.

JOHN ADAMS, announcer at WORL Boston, has resigned to accept an ensign's commission in the Navy.

KEN ARDILL and Judy Brainard, new to radio, have joined the announcing staff of CKSO Sudbury, Ont.

LILLYAN SWAIN, new to radio, has been appointed women's editor of CKSO Sudbury, Ont.

YVONNE LAPLANTE has joined CHEX Peterborough, Ont.

CARL E. ROTH Jr., former publicity director and newscaster at WKRC Cincinnati and now a yeoman in the Navy, is taking his recruit training at the Naval Training Center, Farragut, Ida.

SGT. STERLING TRACY of Armed Forces Radio Service, Hollywood, and former CBS producer, and Lynn Butler of Hollywood were married Sept. 1.

ALLAN MORRIS, former announcer of KIEV Glendale, Cal., has joined KNX Hollywood, replacing Bill Kelso, resigned.

PAUL BERNARD, CBS Hollywood staff writer, has resigned to join Republic Pictures Inc. as radio exploitation director.

ERNEST FELIX, former auditor of KFI-KECA Los Angeles, has joined the Blue Hollywood accounting staff.

WALTER KAY, formerly in charge of publicity and promotion at WMRN Marion, O., has joined the announcing staff of WJW Cleveland.

LOTTE TULL, formerly of the promotion department of Phillip Morris Co., has joined WCKY Cincinnati as assistant to Wells F. Bruen, promotion manager. Miss Tull succeeds Hazel Kerns, resigned.

HENRY VISCARDI, formerly engaged in special surveys and research on rehabilitation for the U. S. Army, has joined MBS as assistant to Tom Slater, director of special features and sports.

LAVERNE COLTON has been added to the announcing staff of WDRC Hartford.

BOTH GET THRU!
U.S. MAIL
37

CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA • MONTANA

YEARNIN' for learnin' marked this after-class session of the NBC and Northwestern Summer Radio Institute as William Murphy, continuity editor of NBC's central division and instructor in continuity writing during the summer school, explained a few things to (l to r): Margaret Mellor, assistand program director of KVOD Denver, Ellen King, continuity writer for WKPT Kinsport, Tenn., and Barbara Draper, who has been a member of the copy staff of WLOF Orlando, Fla.

FRANK LATOURETTE, former senior writer of the Blue newsroom at KGO San Francisco, on Sept. 1 was appointed manager of the station's department of news and special features. He succeeds Henry Orback, now head of the news and special features department of the Blue in Hollywood.

ROBERT CHRISTOPHER, formerly at WHIZ Zanesville, O., has been named program director of WMAN Mansfield, O. Harold Robinson, former editor of the Ohio State U. newspaper, has joined the WMAN announcing staff.

MARY LINNON, formerly of the WATT Newark public relations staff, on Sept. 5 was sworn in as a member of the WAC during the station's *Coffee Club* program.

MARSHALL DANE, former New York freelance announcer, has joined WOC Davenport, Ia. as program director.

BILL MALONE, formerly at WOWO Ft. Wayne, Ind., has joined the promotion department of KOIL Omaha.

CLARK HAYDEN, former announcer at WOC Davenport, Ia., has resigned to become program director at KUMA Yuma, Ariz.

JIM MATTHEWS, new to radio, has joined the announcing staff of WMAZ Macon, Ga.

RALPH J. GLEASON, former news and picture editor of the London and Portugal staff of the Overseas Branch of the OWI, has joined the Blue Network publicity department as a staff writer. Prior to his association with the OWI, Mr. Gleason was trade news editor of CBS. Harold Strickland, currently teaching music at Hunter College, New York, has been appointed Blue music editor.

Sell the Booming Hard Coal Region!

WAZL

Hazleton, Pa.

NBC Mutual

Capt. Clifford McCarthy

CAPT. CLIFFORD McCARTHY 28, member of the Washington bureau of Transradio Press on leave of absence, was killed in action Aug. 5 as a result of machine gun fire in Normandy. Capt. McCarthy, who was awarded the Silver Star, went on active duty in 1940 as a reserve officer. Surviving is his widow, Mrs. Ruth McCarthy, New Britain, Conn.

Radio Men's Articles

DR. JAMES F. BENDER, author of the *NBC Handbook of Pronunciation* is the writer of "Do You Know Someone Who Stutters?" in the September issue of *Scientific Monthly*. Also featured in the same issue is an article on "Electronic Microscopy" by Drs. V. K. Zworykin and James Hillier of RCA.

CBC Lifts Ban

CANADIAN Broadcasting stations originating sustaining and commercial programs for the Canadian Broadcasting Corp. network are allowed, since Sept. 1, to include in the closing announcement the name and city of the originating station. "Payment by the CBC of fees for program originations from stations, other than those owned and operated by the CBC, will cease as of Sept. 1, 1944 provided, however, charges may be accepted by the CBC for special facilities and services not normally available when such charges are established and accepted by the program division or its representative prior to the origination," according to Jack Radford, CBC supervisor of station relations.

HERE'S HOW YOU CAN

DOMINATE

THE SOUTH BEND AREA

TIME	WSBT	STATION "B"	STATION "C"	STATION "D"	STATION "E"	OTHERS
MORNING MON. THRU FRI. 8:00-12:00 A.M.	50.0	17.5	7.5	9.7	12.0	3.3
AFTERNOON MON. THRU FRI. 12:00-6:00 P.M.	41.9	14.1	7.4	11.3	18.9	6.4
EVENING SUN. THRU SAT. 6:00-10:00 P.M.	46.0	4.1	12.4	8.6	27.6	1.3

HOOPER LISTENING INDEX:
MAY-JUNE, 1944

Here is a Hooper showing that proves you cannot cover the South Bend area from Chicago—or any place else except South Bend. It is a showing which cannot be duplicated and one which should mean much to anyone interested in the Northern Indiana and Southern Michigan market.

Think it over—an average of almost half the radio listeners, morning, noon and night! Also compare the WSBT figures with the other stations indicated. Nothing more need be said!

WSBT—1,000 watts at 960—is 22 years old. WSBF, our FM station, has already been operating 16 months.

COLUMBIA NETWORK

WSBT
SOUTH BEND

PAUL H. RAYMER CO.
National Representatives

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000

Thinking of Expanding to Cuba?

To sell Cuba, use the radio network which blankets the country........... CADENA AZUL!

★ In a recent survey conducted by the Cuban affiliate of a large U.S. manufacturer, R.H.C. CADENA AZUL was chosen by 65% of all Cuban listeners . . . their nearest competitor scoring only 15%!

Ask to see the complete survey on file in the New York offices.

RHC CADENA AZUL

RADIO CUBA HABANA RHC Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

WTAR

In the NORFOLK Metropolitan Market WTAR has more listeners throughout the 8 a.m.-10 p.m. day than all other market area stations COMBINED . . .

NBC NETWORK

5,000 WATTS
DAY AND NIGHT

Nat'l Representatives:
EDW. PETRY & CO.

NORFOLK
VIRGINIA

Agencies

DINAH DENKE, former assistant timebuyer of Pedlar, Ryan & Lusk, New York, has joined the media department of Doherty, Clifford & Shenfield, New York, as assistant magazine buyer. Ann O'Connor, also formerly with PR&L, has joined the department as general assistant.

DAVID W. CUMMINGS and Thomas C. MacKay have organized the firm of Cummings & MacKay, general advertising and public relations agency, with offices in the Russ Bldg., San Francisco.

JOSEPH D. PROBST, former sales promotion manager of Chek-Chart Corp., Chicago, has joined Henri, Hurst & McDonald, Chicago, as service manager.

BUDD GETSCHAL, formerly in the advertising department of Warner Bros., has joined Blaine-Thompson Co., New York, as copy chief, replacing R. Mitcheltree.

S. JAMES ANDREWS, radio director and talent buyer of Lennen & Mitchell, New York, has been named a vice-president. Programs under his supervision at L. & M. include *Jergens Journal, Chamber Music Society of Lower Basin Street* and *Mr. & Mrs. North*.

MAE McCAIN, head of McCain Adv. Agency for 12 years, has joined Kuttner & Kuttner, Chicago, as account executive and cosmetic and fashion consultant.

CLARENCE B. GOSHORN, vice-president of Benton & Bowles, and John K. Evans, vice-president of General Foods Corp., have returned to New York from Hollywood.

H. PAUL WARWICK, president of Warwick & Legler, has returned to New York from Hollywood.

JAYNES, HARSHBERGER & Martin Adv., has opened offices at 639 S. Spring St., Los Angeles. Oliver B. Janes, George Harshberger, promotional director of U. S. Treasury Dept. for Southern California, and John F. Martin, formerly with Douglas Aircraft Co., head the organization, devoted entirely to radio advertising.

MAURIE CONDON, formerly with WGAR Cleveland, and recently medically discharged from the Army, has joined Roy L. Durstine, Inc., Cincinnati branch, as an account executive.

HOWARD RICHMAN, upon release from the armed forces shortly will become head of the postwar television scenic-designing department of Richman-Sanford Radio Productions, New York.

MARVIN SHERRES, former advertising manager of the copy staff of Haire Pub. Co., New York, has opened advertising offices under his own name at 55 W. 42d Street, New York. Telephone is Lackawanna 4-2315.

STANLEY JOSELOFF, radio producer at Young & Rubicam, New York, and former assistant to Paul Rickenbacker, head of the talent department of the agency, succeeds Mr. Rickenbacker who has resigned. Mr. Joseloff also will assist Joseph A. Moran, associate director of radio.

E. J. (Al) EISENMENGER, studio engineer with NBC Chicago for the past 14 years, has joined Dancer-Fitzgerald-Sample to handle management and technical direction of agency's radio recording studio in Chicago.

LANE-FREIBERGER Agency, Denver, dissolved partnership Sept. 1. Curt Freiberger is forming an agency under his own name with offices in Denver's Cooper Bldg.

ROBERT SANFORD, a member of the radio department of Music Corp. of America, where he has been handling talent for guest appearances, has been placed in charge of commercial transcription activities, now expanding.

PRESENTING a united front on the matter of television allocations, Television Broadcasters Association directorate unanimously adopted a resolution advocating that 30 contiguous six-mc channels starting at about 40 mc and 30 more 16-mc channels between 400 mc and 2,000 mc, with adequate relay channels, be allocated for video broadcasting. Pictured are (l to r): Paul Raibourn, Television Productions; F. J. Bingley, Philco; Robert L. Gibson, General Electric; Allen B. DuMont, DuMont Labs.; Worthington Miner, CBS; B. W. Cruger, GE; J. R. Poppele, WOR New York: Will Baltin, secretary-treasurer, Television Broadcasters Assn.

Staff Changes Effected In Hollywood Net Shows

AL SCALPONE, commercial writer of Young & Rubicam, Hollywood, has been assigned producer of the new CBS *Adventures of Ozzie & Harriett*, which starts Oct. 8. Writing staff includes John P. Medbury and Harvey Helm. Ted Bliss replaces Dave Elton as agency producer on the NBC *Time To Smile* show, with Tony Hardt assistant producer. Bobby O'Brien, Izzy Elinson and Johnny Quillan collaborate on script. Walter Bunker has taken over production *Dinah Shore Program* on NBC.

Jack Roche continues as agency producer of NBC *Duffy's Tavern* with Abe Burrows and Bill Manoff, writers. Frank Van Hartesfeldt, previously producing CBS *Kate Smith Hour*, has been shifted to Hollywood and now is handling NBC *Melody Roundup*. Jim Bloodworth, Warner Bros. contract writer, writes the show. Tony Hardt continues as producer of NBC *Those We Love*, with Agnes Ridgway, writer. Ned Tollinger is producer of CBS *Burns & Allen Show* with Willie Burns, Paul Henning, Hank Garson and Aaron Ruben as writers. Glenhall Taylor, agency Hollywood manager, takes over production post on *Adventures of Sherlock Holmes*, replacing Ned Tollinger. Edna Best is assistant with Dennis Green and Bruce Taylor writers. Mr. Taylor also acts in supervisory capacity on Hollywood originating agency shows.

McClinton a Director

HAROLD L. McCLINTON, vice-president in charge of radio for N. W. Ayer & Son, has been elected a director, filling a vacancy created by the death of Adam Kessler in June. A former newspaperman, Mr. McClinton joined the agency in December 1929. In 1938 he was made vice-president in charge of all radio.

Mayflower Dresses Test Radio Fashion Drive

MAYFLOWER DRESS Co., New York, dress manufacturer, entered radio for the first time Sept. 5, with a 13-week test campaign on WHN New York, as sponsor of Adrienne Ames' *Hollywood Gossip* column, thrice-weekly quarter-hour evening series. A national advertiser in other media, Mayflower is experimenting in fashion radio promotion as a possible preliminary to regular use of the media in major markets according to Sterling Adv., New York.

Commercials on WHN alternate each week between promotion of Mayflower Dresses, with credit to Lord & Taylor, local department store distributor, and the company's line of Nan Scott dresses, with credit to Arnold Constable Co., also of New York.

PHILADELPHIA Orchestra, Sept. 30 Saturday, 5-6 p.m., will begin its second season of weekly broadcasts on CBS under direction of Eugene Ormandy.

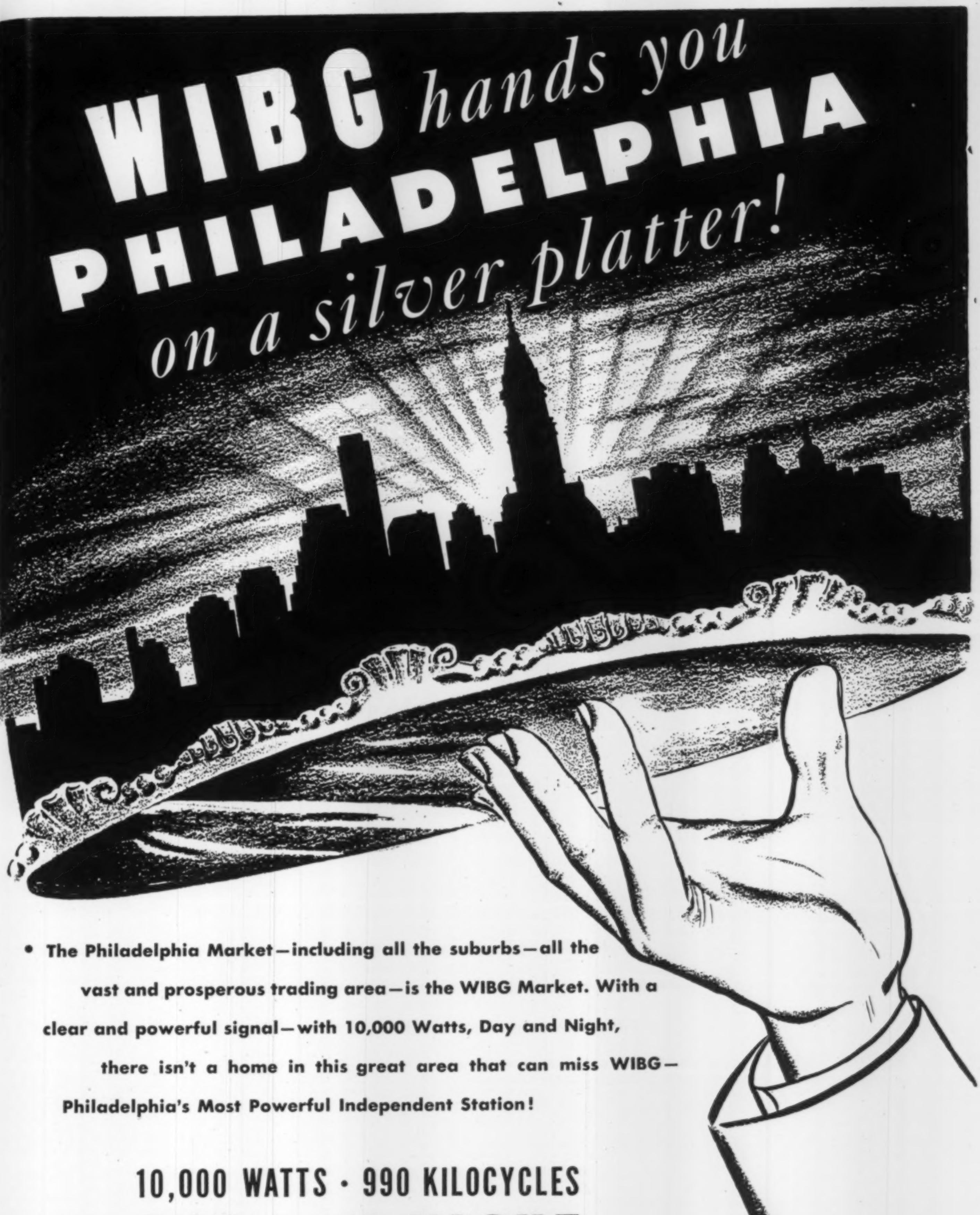
A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station.


WIBG hands you
PHILADELPHIA
on a silver platter!

- **The Philadelphia Market—including all the suburbs—all the vast and prosperous trading area—is the WIBG Market. With a clear and powerful signal—with 10,000 Watts, Day and Night, there isn't a home in this great area that can miss WIBG—Philadelphia's Most Powerful Independent Station!**

10,000 WATTS · 990 KILOCYCLES
DAY and NIGHT

Radio Advertisers

HILLS Bros., Co., New York, in promoting Dromedary Mix, a food product, has added KGO San Francisco, using thrice-weekly participations. Firm is increasing radio promotion for the product, using one-minute live spot announcements and participating programs on an undetermined number of stations. Agency is Biow Co., N. Y.

ROGER C. FLEMING, for more than a year regional director of the department of public relations of General Motors Corp., Indianapolis, has been appointed director of advertising and public relations for the Allison division of General Motors.

CROSSLAND Mfg. Co., Toledo, is starting a promotion drive for its new product Ya-De Mothproof. Radio will be used. No agency has been selected.

JACK HANDLEY, export advertising manager of Borden Co., has joined Grant Adv., New York as account executive on International General Electric Co., which plans a Latin American campaign.

INSTITUTE OF LIFE Insurance, New York, has created a women's division under the direction of Mrs. Marion Stevens Eberly which will cooperate with local women's clubs throughout the country in planning programs and preparing radio shows. J. Walter Thompson has been appointed to write radio material.

ANDREA RADIO Corp., Long Island City, N. Y., has appointed John A. Finneran Inc., New York, to handle advertising for its radio sets. No radio considered at present.

Bendix Names Two

BENDIX Aviation Corp., which a fortnight ago anounced its plans to enter the home radio field [BROADCASTING, Sept. 4], has named two district managers to handle radio sales. H. L. Baumgardner, former vice-president of George W. Borg Corp., has been appointed district manager for the Bendix central metropolitan district, with headquarters in Chicago, while Jack C. Wilson, former senior administrative officer of the U. S. Signal Corps, will be in charge of the Bendix radio division on the West Coast, as district manager with headquarters in San Francisco.

HAMILTON Radio Corp., New York, has appointed Butler Adv., New York, to handle advertising for radios and television receivers. Although space advertising is now being used, plans are being made for radio advertising.

CARSON, PIRIE SCOTT & Co., Chicago (department store), on Sept. 3 resumed sponsorship of *The Distinguished Guest Hour*, quarter-hour show, Sundays, on WGN Chicago. Contract is for 13 weeks through Smith, Benson & McClure, Chicago.

SCHOENHOFEN - EDELWEISS Co., Chicago (Edelweiss Beer), on Sept. 11 will begin sponsoring a 10-minute show, Monday through Friday, for 52 weeks, on WMAQ Chicago. Following the World-Series program will expand to 15 minutes. Agency is Olian Adv. Co., Chicago.

SIMON ACKERMAN Clothes, New York, is using one-minute spot announcements, five-minute and quarter-hour live and transcribed programs on WMCA WBYN WOR WINS WLIB and WJZ New York. Agency is Ehrlisch & Neuwirth, New York.

LEWIS G. DUTTON former sales comptroller of Harold H. Clapp Inc., affiliate of American Homes Foods Inc., New York, has been named assistant to H. W. Roden, president of the latter company.

CLINTON WATCH Co., Chicago, has started spot announcement weekly for 52 weeks on WENR Chicago. Agency is Malcolm Howard Adv., Chicago.

DAD'S ROOT BEER Co., Chicago, has renewed for 52 weeks sponsorship of eight spot announcements weekly on WENR Chicago. Agency is Malcolm Howard Adv., Chicago.

BLANKE-BAER Extract & Preserving Co., St. Louis, makers of Win-You brand peanut butter and preserves, has named Jimm Daugherty Inc., St. Louis, as advertising counsel.

FOLEY & Co., Chicago (cough syrup), begins sponsorship of a five-weekly quarter-hour transcribed show Oct. 2 on WDGY Minneapolis, for 52 weeks. Agency is Lauesen & Salomon, Chicago.

MONTGOMERY WARD & Co., Chicago, on Sept. 4 began sponsorship of a quarter-hour record show, *The Novelty Shop*, Monday through Saturday on WGN Chicago. Contract for 13 weeks was placed by Foote, Cone & Belding, Chicago.

EASTERN COLUMBIA, Los Angeles (chain department store), on Sept. 1 for 52 weeks renewed nightly three-hour program of recorded music and news inserts, *Newsical Time*, on KFVD Los Angeles. Firm sponsors a six-weekly half-hour morning program, *Gus*, on KMPC Hollywood. Agency is The Mayers Co., Los Angeles.

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco), on Sept. 2 started Blue network show *Musical Autographs* on CJBC Toronto, first time on Canadian radio. Account was placed by Warwick & Legler, N. Y.

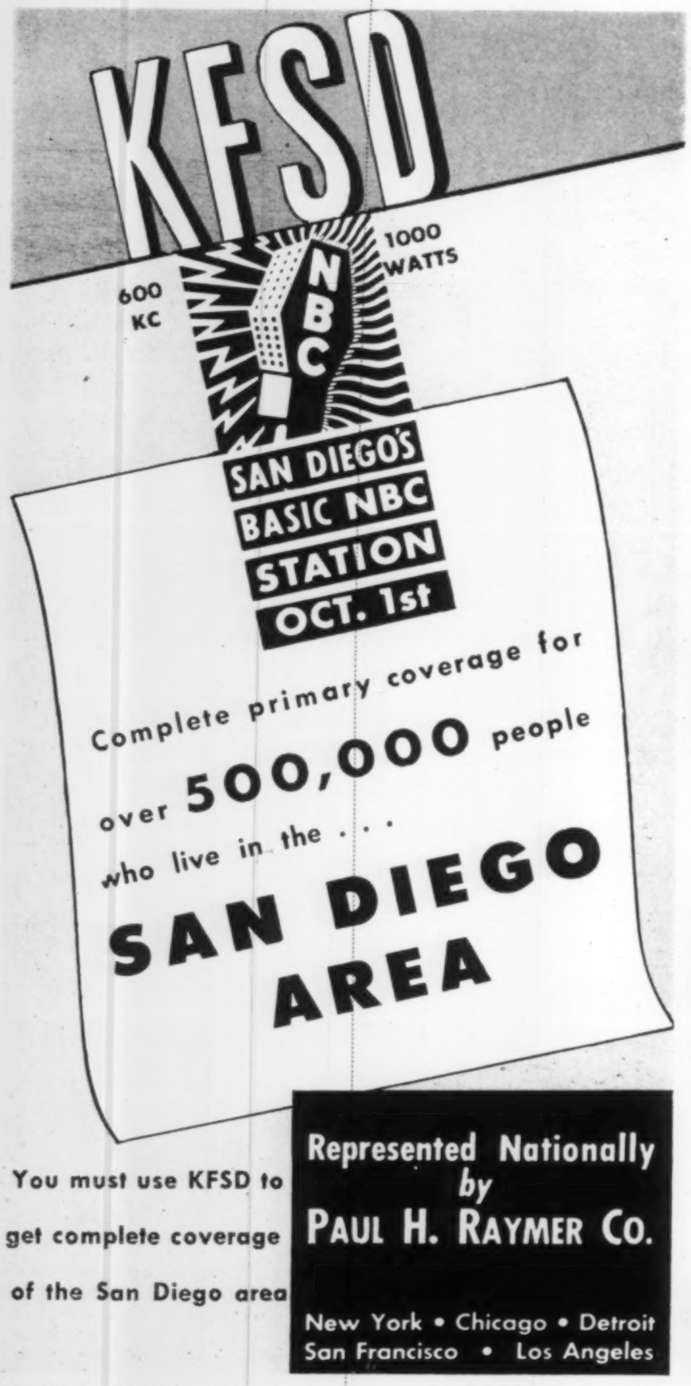
SHIRRIFF'S Ltd., Toronto (marmalade, desserts), has started *Fun Parade* weekly on four Canadian stations. Account was placed by Cockfield, Brown & Co., Toronto.

LYMAN'S AGENCIES, Toronto (Pacquin hand cream), has started transcribed musical programs on CKRC CKCO CHNS CFAC CFCF CJOR CFPL CKWX CKEY. Account was placed by Ronalds Adv., Toronto.

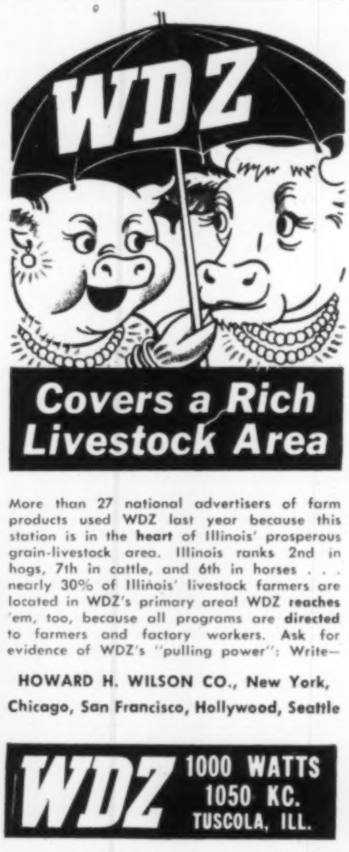
FRUITATIVES Products Toronto (proprietary), on Oct. 28 starts *Double or Nothing* quiz show on CFRB Toronto, and CHML Hamilton. Account placed by McConnell, Eastman & Co., Toronto.

PROCTER & GAMBLE Co. of Canada, Toronto (Drene), on Sept. 9 started *Rudy Vallee* Blue network show on CJBC Toronto, marking first time Drene has been advertised on air in Canada. Account was placed by H. W. Kastor & Sons, Chicago.

JESS H. CLOUD, former chief copy writer of Oakite Products, New York, has been transferred to the San Francisco office, assigned to radio and visual advertising.



KFSD
600 KC
1000 WATTS
NBC
SAN DIEGO'S BASIC NBC STATION OCT. 1st
Complete primary coverage for over 500,000 people who live in the . . . SAN DIEGO AREA
You must use KFSD to get complete coverage of the San Diego area
Represented Nationally by PAUL H. RAYMER CO.
New York • Chicago • Detroit
San Francisco • Los Angeles



WDZ
Covers a Rich Livestock Area
More than 27 national advertisers of farm products used WDZ last year because this station is in the **heart** of Illinois' prosperous grain-livestock area. Illinois ranks 2nd in hogs, 7th in cattle, and 6th in horses . . . nearly 30% of Illinois' livestock farmers are located in WDZ's primary area! WDZ **reaches** 'em, too, because all programs are **directed** to farmers and factory workers. Ask for evidence of WDZ's "pulling power": Write—
HOWARD H. WILSON CO., New York, Chicago, San Francisco, Hollywood, Seattle
WDZ 1000 WATTS 1050 KC. TUSCOLA, ILL.

REACH THE WOMEN OF THE OHIO VALLEY WITH ....
Olive Kackley
50,000 WATTS CBS
WCKY
THE L. B. Wilson STATION

8 Great Radio Shows!

...all NBC Recorded

...FOR FAMILY AUDIENCE

DESTINY TRAILS

... awakens immortal classics of James Fenimore Cooper ... dramatizing the spirit of adventure of frontier America. First, *The Deerslayer* ... 39 programs. Next, *The Last of the Mohicans* ... 39 programs. 78 3-a-week quarter-hours.

THE NAME YOU WILL REMEMBER

... names that mean news! The "low-down" on the men and women who make the headlines ... vivid, fascinating human-interest stories ... told in a graphic, punchy style by William Lang. 260 five-minute sketches for 3-a-week broadcast.

THE WEIRD CIRCLE

... modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. Casts of finest talent. Record results for wide variety of advertisers. 65 half-hours.

STAND BY FOR ADVENTURE

... stories of exciting happenings in far places ... as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for 1- or 2-a-week broadcast.

...FOR WOMAN APPEAL

COME AND GET IT

... fun quiz on food! Bob Russell, MC, questions studio audience contestants, then tosses subject to Board of Experts—Alma Kitchell, homemaking authority, and Gaynor Maddox whose articles reach millions. 78 3-a-week quarter-hours.

MODERN ROMANCES

... true-to-life love stories from the pages of one of America's most popular magazines ... expertly dramatized ... excitingly acted ... skillfully produced. 156 quarter-hours women love ... find helpful ... in the tempo of today.

BETTY AND BOB

... people like your neighbors but they live exciting lives ... convincingly portrayed by Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross ... memorable theme music by Allen Roth. 390 5-a-week quarter-hours.

LET'S TAKE A LOOK IN YOUR MIRROR

... starring Stella Unger whose hints on beauty and charm ... drawn from her personal acquaintance with the great of stage, screen and radio ... appeal to every woman ... young and not so young. 156 quarter-hours for 1-, 2- or 3-a-week.

Want to catch the ears of the entire family? Or do you want to capitalize on a special audience—WOMEN! Whichever ... NBC Radio-Recording has the right answer ... right in the collection of shows briefed above ... tip-top shows that you can buy within your budget for the cost is pooled among many non-competing advertisers all over the country. Write, wire, or phone for complete information and audition records *today!*

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N.Y. ... Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. ... Sunset and Vine, Hollywood, Calif.

A 50,000 watt audience *at a* 250 watt rate

C. E. HOOPER
April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 - 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC
Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-*National Representatives*

"*You can* SPOT IT *in a minute*"

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

Studio Notes

IN COOPERATION with the United Nations Information Offices in New York and Great Britain, CBS and BBC are planning independent series of broadcasts devoted to such international questions as colonies, prevention of future wars, food for all peoples, etc. CBS series will comprise six *People's Platform* programs, broadcast on alternate Saturdays with the intervening Saturday programs devoted to domestic issues.

WEEKLY luncheon meetings of the Oklahoma City Junior Chamber of Commerce and the Kiwanis Club are now supplied with a five-minute news summary from KOMA Oklahoma City to keep the business men abreast of latest developments.

CKSO Sudbury, Ont., has received permission to increase its power from 1 kw to 5 kw, it is learned from manager Don McGill.

CFJC Kamloops, B. C., recently inaugurated its new 1 kw Northern Electric transmitter, with appropriate ceremonies, including a dramatized *Story of CFJC* program.

CHLT Sherbrooke, Que., has been given permission by the Dept. of Transport Ottawa, to increase its power from 250 watts to 1 kw.

OVER 302 stations throughout the country are presenting *One Nation Indivisible*, a dramatic series of 13 quarter-hour transcribed programs prepared by the Institute for Democratic Education. IDE board of governors includes Dr. James Rowland Angell, public service counsellor of NBC; Paul Lazarsfeld, director of office of radio research, Columbia U.; William D. Boutwell, director of information service, U.S. Office of Education, and Norman Corwin, radio writer. Organization is currently preparing another program to follow the present series.

ADOPTING firm name, Patrick Michael Cunnings Teleproductions, recently organized Hollywood television film production group, has dropped its former title to avoid possible confusion with Television Productions Inc., Paramount Pictures Inc. subsidiary and owner-operator of W6XYZ Hollywood. Firm in addition has set up an experimental television cartoon studio under Robert Clampett, supervisor-director of Warner Bros. cartoon productions.

ASSOCIATED Radio-Television Productions Inc. has opened offices at 489 Fifth Ave., New York, to produce radio and video programs, specializing in "Singing Commercials." Firm is headed by Jay E. Kashuk, son of Lew Kashuk, I. J. Fox advertising director.

WQBC Vicksburg, Miss. has acquired the special AP radio wire through Press Assn. Inc.

TO AID in obtaining harvest help in the Prince Albert, Sask., area, CKBI Prince Albert has used spot announcements throughout the daily schedule as well as a number of five-minute playlets. In addition the CKBI staff went out harvest helping on a number of occasions.

FIRST meeting of the 1944-45 Television Seminar of the Radio Executives Club, New York, will be held Oct. 5, and will meet on the first and third Thursdays of each month at the Hotel Roosevelt.

COMMITTEE of judges consisting of representatives of the Blue network and Universal Pictures will select the 10 most talented performers to appear on the Blue *On Stage Everybody* program. During the next three months. Six winners will appear in a Universal picture of the same name.

CONGRATULATIONS are extended by KDKA Pittsburgh women program directors, Evelyn Gardiner (l) and Janet Ross (r) to Mrs. LeRoy Frederick of Leetonia, O., first prize winner in national contest conducted by *Parents Magazine* and the Assn. of Women Directors of all NAB member stations. For her letter telling what she is doing to help make a better postwar work world, top award was presented to Mrs. Frederick.

COLLEGE scholarships totaling $2,000 annually will go to the winners of a quiz session to be sponsored on WMCA New York by Alexanders, an uptown department store, started Sept. 8 and open to Bronx high school seniors only.

DIRECT MAIL ADVERTISING Assn., New York, announces the 1944 "Fifty Direct Mail Leaders Contest" for the best direct mail and mail order produced between Sept. 1, 1943 and Aug. 31, 1944. Theme of the contest will be "Value to the War Effort".

WHEN GERMANY surrenders, the L. B. Wilson station, WCKY Cincinnati, will flash the news to patrons of five RKO theatres in Cincinnati, direct from the WCKY news room. If news of the surrender comes during the night, WCKY will notify persons in the Greater Cincinnati area by telephone, if they have requested the service.

WTSP St. Petersburg, Fla. staff has organized a morale show to play Army camps along the Florida Coast. Production Manager Jack Dadswell is director.

Clapp Appointments

HOWARD S. COOK and Edward F. Schmidt have been named assistant advertising managers of Harold H. Clapp, Inc., an American Home Foods affiliate, it was announced last week. Mr. Cook will head copy, media, point of sale displays while Mr. Schmidt will assist generally in the formulation of advertising policies, specializing in creative art and merchandising. He will also handle agency contact. Both have been with the Clapp organization for several years. Announcement was also made that American Home Products had acquired a new affiliate company, Marietta Dyestuffs Co., Marietta, O., manufacturer of colors and intermediates for the dye industry, and certain war products.

Polk
Hardee
Sarasota
De Soto
Highlands
Osceola
Brevard
MELBOURNE
Indian River
Okeechobee
Charlotte
FT. MYERS
Lee
Glades
St. Lucie
Martin
Hendry
Palm Beach
WEST PALM BEACH
Collier
Broward
FT. LAUDERDALE
Monroe
Dade
Miami
KEY WEST

Get a good hold on the SOUTH FLORIDA MARKET!

10,000 WATTS
710 KC
MUTUAL

A FORT INDUSTRY STATION

WFTL
MIAMI

ASK HEADLEY-REED

FLORIDA'S MOST POWERFUL STATION

GETTING SET FOR V-DAY Means No Extra Activity At CRECO . . . PRECISION PERFORMANCE holds by the same rules in War as in Peace. ACCURACY, our Wartime Commission and Full Obligation Today, quickly returns to our Peacetime Program Tomorrow . . . to improve and extend our services to the industry and its services to the nation.

ACCURACY IS OUR BUSINESS

in war...in peace

TIME OUT from our War Job permitting . . . WHEN YOU ARE READY . . . our Services are Yours to Prepare a Limited Number of Standard, FM and Television Applications.

ETCHING EXACTNESS

Acid Etching of Quartz Before Inspection to Determine Direction of Cut and Usable Areas. New Methods Require Similar Etching of Crystals to Frequency.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

ACCURACY

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

ARMY E NAVY

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMAL Washington

Great Atlantic & Pacific Tea Co., New York (A & P peaches), 8 *sa*, thru Paris & Peart, N. Y.

Olive Tablet Co., Columbus, O. (Dr. Edward's Olive Tablets), 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

Penick & Ford, New York (My-T-Fine desserts), 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Seeck & Kade, New York (Pertussin), 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

WHO Des Moines

Reader's Digest Assn., Pleasantville, N. Y., 3 *sa* weekly, 13 weeks, thru BBDO, N. Y.

O'Cedar Corp., Chicago, 5 *sa* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.

Cook Paint & Varnish Co., Kansas City, 12 *sa* weekly, thru Bruce Brewer & Co., Kansas City.

Seeck & Kade, New York (Pertussin), 4 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

Omar Inc., Omaha (flour), *t* weekly, 39 weeks, thru MacFarland, Aveyard & Co., Chicago.

Freeman Coal Mining Corp., Chicago, 3 *ne* weekly, 13 weeks, thru Goldman & Gross, Chicago.

Beech-Nut Packing Co, Canajoharie, N. Y. (gum), *ta* weekly, 52 weeks, thru Newell-Emmett, N. Y.

Gamble Stores, Minneapolis, 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Wildroot Co., Buffalo (Cream Oil Formula), 6 *ta* weekly, 52 weeks, thru BBDO, N. Y.

KROW Oakland

Crowell-Collier Publishing Co., New York (*Collier's*), 10 sa weekly, thru Arthur Kudner Adv. Agency, N. Y.

Colbourn Studios, Oakland (photographs), 6 *sa* weekly, 52 weeks, direct.

KNX Hollywood

Armand Co., Des Moines, Ia. (leg-makeup), *sa*, 52 weeks, thru Ivan Hill Adv., Chicago.

WSPR Springfield, Mass.

W. F. Young, Inc., Springfield, Mass. (Absorbine Jr.), 18 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

Carter Products, New York (Carter's Little Liver Pills), 5 *ta* weekly, 13 weeks, thru Ted Bates Inc., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 15 *ta* weekly, 39 weeks, thru William Esty Co., N. Y.

Crowell Publishing Co., New York (*Collier's*), 11 *sa* weekly, 13 weeks, thru Arthur Kudner Inc., N. Y.

Continental Baking Co., New York (Wonder Bread), 13 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.

Foster-Milburn Co., Buffalo (Doan's Pills), 3 *ta* weekly, 52 weeks, thru Spot Broadcasting Co., N. Y.

General Baking Co., New York (Bond Bread, 14 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Gruen Watch Co., Cincinnati, 21 *ta*, *sa* weekly, thru McCann-Erickson, N. Y.

Metro-Goldwyn-Mayer, New York, *ne*, *sa*, *ta* weekly, thru Donohue & Coe, N. Y.

Pepsi-Cola Co., Long Island City, N. Y., 12 *ta* weekly, 26 weeks, thru Newell-Emmett, N. Y.

Plough Inc., Memphis (St. Joseph Aspirin, Mexsana), 3 *ta* weekly, 52 weeks, thru Lake-Spiro-Shuman, Memphis.

RKO Pictures, New York, 5 *sa* weekly, 52 weeks, thru Foote, Cone & Belding, Los Angeles.

Jacob Ruppert Brewery, New York, 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Walgreen Drug Stores, Chicago, 42 *ta* weekly, 39 weeks, thru Schwimmer & Scott, Chicago.

WBOC Salisbury, Md.

Harold Mangels Co., Baltimore (King's Table Syrup), 5 *sa*, 6 *sp* weekly, 13 weeks, direct.

Gospel Broadcasting Assn., Los Angeles, *tp* weekly, 52 weeks, thru R. H. Alber Co., Los Angeles.

Rumford Chemical Works, Rumford, R. I. (Hearth Club Baking Powder), 3 *sa* weekly, 13 weeks, thru H. B. Humphrey Co., Boston.

Wilmington Provision Co., Wilmington (Tower brand meat products), 4 *sa* weekly, 13 weeks, direct.

Pepsi-Cola Co., Long Island City, N. Y. 28 *sa* weekly, thru Newell-Emmett Co., N. Y.

Consolidated Products Co., Danville, Ill. (semi-solid buttermilk feeds), 6 *sp* weekly, 13 weeks, thru Bert S. Gittins, Milwaukee.

WBBM Chicago

Andy Lotshaw & Co., Chicago, *ne* weekly, thru Arthur Meyerhoff Adv., Chicago.

Beaumont Co., St. Louis (4-way cold tablets), *sp* weekly, thru Donahue &

WOAI San Antonio

Longines-Wittnauer Co., New York (watches), 3 *t* weekly, 39 weeks, thru Arthur Rosenburg, N. Y.

Crowell Publishing Co., New York (*Collier's*), 13 *sa* weekly.

Sterling Drug Co., New York (Dr. Caldwell medicines), 4 *t* weekly, thru Sherman & Marquette, Chicago.

Marlin Firearms Co., New Haven (razor blades), 3 *ta* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

Miami Margarine Co., Cincinnati (Nu-Maid Margarine), 5 *ta* weekly, 52 weeks, thru Ralph H. Jones Co., Chicago.

Byer-Rolnick Co., Garland, Tex. (hats), *sa* weekly, 52 weeks, thru Jack N. Pitluk, San Antonio.

Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 5 *ne* weekly, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.

Humble Oil Co., Houston, 13 *sp*, thru Franke-Wilkinson-Schiwetz, Houston.

WENR Chicago

Olive Tablet Co., Columbus, O. (Olive tablets), 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

Esquire Inc., Chicago (*Coronet*), 10 *sa* weekly, thru Schwimmer & Scott, Chicago.

Prest-O-Lite-Battery Co., Indianapolis, (Prestolite), 4 *sa* weekly, thru Ruthrauff & Ryan, Detroit.

Clinton Watch Co., Chicago, *sa* weekly, 52 weeks, thru Malcolm Howard Agency, Chicago.

Omar Flour Co., Omaha, 5 *sa* weekly, 26 weeks, thru MacFarland, Aveyard Co., Chicago.

Park & Tilford, New York (Tintex), 3 *sa* weekly, 13 weeks, thru Chas. M. Storm Co., N. Y.

Maggi Co., N. Y. (Maggi Seasoning), 3 *sa* weekly, 39 weeks, thru Needham & Grohmann, N. Y.

Sunway Fruit Products, Chicago (Freshie), 7 *sa* weekly, thru Sorenson & Co., Chicago.

KFI Los Angeles

Luer Packing Co., Vernon, Cal. (meat products), 4 *sa* weekly, 52 weeks, thru Mays & Bennett, Los Angeles.

American Utilities Co., Los Angeles (jewelry), 6 *sa* weekly, thru N. J. Newman Adv., Los Angeles.

KGO San Francisco

Musterole Co, Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

Triangle Pub., New York (*Seventeen* magazine), *sa*, thru Al Paul Lefton Co., N. Y.

Carter's likes the
Pacific Northwest Broadcasters
combination plan.
---They just renewed
KFPY
SPOKANE
KPFA
HELENA
KGIR
BUTTE
KRBM
BOZEMAN
KXL
PORTLAND
MONTANA
IDAHO
WYO
OREGON

We *know* results have been excellent our renewals prove it.

Wythe Walker—Eastern Sales Manager

Representatives

KXL The Walker Co.
Z NET The Walker Co.
KFPY Th~ Katz Co.

Buy 2 markets, save 5% buy all 3 and save 10%.

Electronic Device Analyzes Audience

New York Firm Offers Survey Service to Radio Industry

AUDIENCE ANALYSIS CORP., New York, which has been testing audience measurement techniques for the past year, is now offering to radio, television and similar entertainment industries, audience reaction data, obtained through two new electronic devices, the Audience Reactograph and the Reactrograph Totalizer, combined with a "psychological interview".

The Reactrograph is a push-button device registering audience likes and dislikes, comparable to the CBS program analyzer, but different in that it can measure as many as 50 people at a time, according to AAC. Dr. Paul Lazarsfeld, director, Office of Radio Research, Columbia U., who is identified with the CBS analyzer, has been closely associated with the AAC in the development of its measurement services, according to a company spokesman.

Individual Account

Outstanding new feature in audience measurement, according to the AAC, is its Reactograph Totalizer, which automatically totals up individual reactions as they are recorded, so that the minute a program is finished, a preliminary chart of the entire audience reaction can be obtained. Device is particularly useful in auditions, enabling the producer to spot over-all specific reactions to various sections of the program, and to spot for example exactly which gags fall flat, it is said. Inventors of both machines are Bernard Cirlin and Norman Chalfin, who have been working on the devices for the past five years. The psychological interview is used to bring out the reasons for the reactions, as recorded for each individual and the group as a whole.

Firm is expected to announce next week its full executive personnel set-up and expansion plans.

Letter by Walter Damm Contained Two Errors

EDITOR, BROADCASTING:

Unfortunate circumstances led to two errors in the reproduction of my recent letter to you relative to the Lodge article [BROADCASTING, Aug. 28, pp. 54]. The first error was in connection with the vote on the resolution for keeping the FM band at the present portion of the spectrum. The original vote was 27 to 1, whereas your printer decided it was 27 to 11.

The other error was in connection with the frequency position in the spectrum, namely, 50 megacycles, instead of 550 megacycles as the printed story shows.

I have been asked by the board of directors of FMBI to request a correction—particularly in connection with the error regarding the vote, as a 27-to-11 vote would not indicate the general acceptance which a 27-to-1 vote indicates.

(s) Walter J. Damm

Sept. 2.

Something New in New England

STATION WELI of New Haven, Conn. (basic Blue), has been purchased by Harry C. Wilder and Associates.

It becomes the latest unit in the group with WSYR (Syracuse), WTRY (Troy-Albany-Schenectady), and WKNE (Keene, N. H.).

Under its new banner as New Haven's Voice From The Blue, WELI will be, in effect, a *new* "square deal" station—justifying the symbol above.

Many changes in policy will soon be announced.

Two important promotional campaigns—one to build an entirely new listenership, the other to give WELI its rightful place in the national radio scene—will go into action early in the fall.

New Haven is an amazing market. It is capable of tremendous development. Many other stations were given consideration; but New Haven offered the greatest opportunity for our kind of management.

So WELI does not intend to "go places." We intend to stay right here in town.

The job is a big one.

We are going to do it.

(signed)

H.C. Wilder
PRESIDENT

Wm A Riple
VICE-PRESIDENT

Station WELI, New Haven • Now Associated with WSYR, WTRY, WKNE

Dewey Demands Free Radio

(*Continued from page 11*)

ahead of us. International broadcasting should play an important role in this field.

"I believe that no nation should try to impose its ideologies on anyone against the wishes of its neighbors. Consequently, international broadcasting should be on a high plane to insure understanding and peaceful relations.

"I would be in favor of friendly arrangements being made among all nations, to permit international broadcasting to achieve real usefulness."

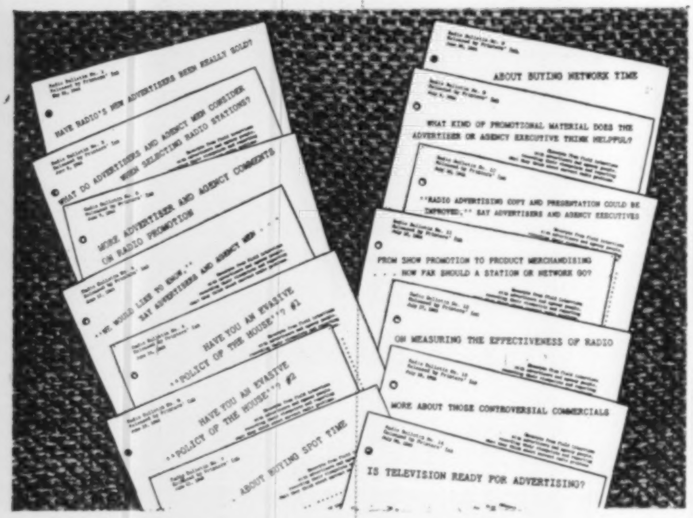
Following our interview, Gov. Dewey and several members of his staff had dinner with a score of radio commentators. The dinner session was off-the-record and ran nearly three hours. Afterward, Gov. Dewey departed for the Empire Recording Studios to record his portion of addresses with the Governors of 24 States, to be used in the intensive spot radio campaign. These will be interspersed with the heavy schedule of network addresses. Thursday morning he left on his campaign tour that will carry him into 21 States.

Attending the Wednesday night dinner at the Roosevelt Hotel, in addition to Gov. Dewey and Mr. Turnbull, were Herbert Brownell, chairman of the GOP Committee; Paul Lockwood, executive secretary to the Governor; Wells (Ted) Church, assistant radio director; Ford Bond, in charge of spot radio activities and recording, and Mark Larkin, director of radio publicity. Commentators and other radio people present were, for CBS: Quincy Howe, Bob Trout, Maj. George Fielding Eliot, John Charles Daly, William L. Shirer, Everett Holles, Jesse Zousmer, and Don Pryor; NBC: Don Hollenbeck, H. V. Kaltenborn, John Vandercook, Carleton Smith; MBS: Paul Schubert, Royal Arch Gunnison, Arthur Hale, Charles Hodges, Sydney Moseley, Fulton Lewis jr.; Blue: Walter Kiernan, Leland Stowe, John B. Kennedy, Bruno Shaw, H. R. Baukhage, Henry J. Taylor; Yankee Network: Don Kimball; WMCA: Alice Hughes, Norman Jay; WHN: Sid Walton, William S. Gailmor; BROADCASTING Magazine: Sol Taishoff.

Radio Commitments

Of the aggregate three-million-dollar GOP campaign fund,. the maximum permitted by law, commitments already made indicate that upwards of one million dollars will go to radio, and 90% of that national budget will be network. The State Republican Committees, however, are committed to spend about $500,000 for spot time, using transcriptions supplied by the National Committee.

Mr. Turnbull and Mr. Church, both old heads in radio, have a staff of about a dozen assisting them in the radio work. Mr. Bond, also a radio veteran in the announcing and production end, is supervising all spot and transcription production. Virginia Butler, of Duane Jones, is handling the spot timebuying for the committee. Mr. Turnbull was assigned by his agency to devote his full time to the GOP campaign and is using a number of members of his staff in the work. Mr. Church was radio director of the Republican Committee prior to the Chicago convention, and has had a dozen years in network and station news, program and special events work.


HAVE RADIO'S NEW ADVERTISERS BEEN REALLY SOLD?
WHAT DO ADVERTISERS AND AGENCY MEN CONSIDER WHEN SELECTING RADIO STATIONS?
MORE ADVERTISER AND AGENCY COMMENTS ON RADIO PROMOTION
"WE WOULD LIKE TO KNOW," SAY ADVERTISERS AND AGENCY MEN . . .
HAVE YOU AN EVASIVE "POLICY OF THE HOUSE"? #1
HAVE YOU AN EVASIVE "POLICY OF THE HOUSE"? #2
ABOUT BUYING SPOT TIME
ABOUT BUYING NETWORK TIME
WHAT KIND OF PROMOTIONAL MATERIAL DOES THE ADVERTISER OR AGENCY EXECUTIVE THINK HELPFUL?
"RADIO ADVERTISING COPY AND PRESENTATION COULD BE IMPROVED," SAY ADVERTISERS AND AGENCY EXECUTIVES
FROM SHOW PROMOTION TO PRODUCT MERCHANDISING . . . HOW FAR SHOULD A STATION OR NETWORK GO?
ON MEASURING THE EFFECTIVENESS OF RADIO
MORE ABOUT THOSE CONTROVERSIAL COMMERCIALS
IS TELEVISION READY FOR ADVERTISING?

Don't Miss Reading These
FREE RADIO MANAGEMENT
OPINION BULLETINS

Time Buyers and Advertisers Tell How Broadcasters Help and Hinder Commercial Time and Program Sales.

Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge—no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

Printers' Ink
THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 East 42nd Street, New York 17, N. Y.

SUNSHINE BOYS

SPONSORED BY
Colonial Stores
WAGA PRODUCED
for 14 STATIONS
OUTSTANDING PROGRAMS AND PRODUCTION
WAGA
ATLANTA
5000 W. ON 590 KCS.

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

1200 Years of Announcing

(*Continued from page 13*)

who do not have the opportunity to receive additional compensation from sponsors deserve higher salaries and there should be periodic pay increases. They also believe that rigid standards of selecting announcers are impossible to apply and that each manager should have a good deal of leeway in exacting standards and changing them from candidate to candidate.

Irregular Hours

Most frequently mentioned of "things looked for" in an applicant for the job of announcer are experience, good speech, ability to work well with others, wide cultural background—especially in music—adaptability, and robust health that can withstand irregular working hours.

What About Television?—Both groups of announcers as well as the managers are in agreement that television will present many new problems to the announcer, that the job of radio announcer will not become extinct as the result of television. Moreover, they believe that radio announcing offers an excellent means of "breaking into" radio, that the rewards that accompany top-flight success are so large that they are worth trying for even under adverse conditions. They also conceive of the job of radio announcer as one that offers much in the way of public service.

Veterans' Advice to the Beginner—The senior group was generous and helpful with its avuncular advice. A digest of it reads like this: "Get a good general education—sample the field of the liberal arts. Don't go into radio announcing with the expectation of making a lot of money; it can be done, but it doesn't happen often. Be sure you have good speech before you try to get a job. Once you land a job, practice daily to improve your voice and diction. Keep your weather eye open for good contacts. Take your lunch with the right people. When you get a job, do it well and make with a larger station. Keep up with radio news. Don't be a *prima donna*. Keep your temper even. Your colleagues and the boss like it that way, especially if it is evenly amiable.

If your station is located in a small or medium sized town, accept as many outside speaking engagements as you can get. Appear before women's clubs, service organizations like the Kiwanis and Rotary, and parent-teacher associations. They'll help to build up your following and thus make your services more valuable. Develop individuality of style without being affected. One successful oldster observed: "If the boss' daughter isn't too homely, marry her. It probably will help".

PEABODY AWARDS OPEN FOR ENTRIES

1944 George Foster Peabody Awards will again give recognition to programs and stations, it was announced last week coincident with the announcement that listening post committees have been set up in cities and colleges throughout the United States.

Awards are to be made on seven counts:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Listening posts are under the direction of Dorothy Lewis, NAB coordinator of listener activity. Closing date for 1944 entries, which should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga., is Jan. 10, 1945.

Buckendahl Appointed

Mr. Buckendahl

HARRY H. BUCKENDAHL, director of commercial relations for KOIN Portland, has been appointed vice-president, C. W. (Chuck) Myers, president of the station, announced last week. He succeeds Simeon R. Winch, who served in that position until the *Oregon Journal* acquired KALE, while releasing its interest in KOIN. Before joining KOIN in 1940, as national sales manager, Mr. Buckendahl was Pacific Coast manager of the advertising firm of Gilman, Nicoll & Ruthman.

New Fairchild Cutterhead

FAIRCHILD CAMERA & Instrument Corp., New York, has announced a new, magnetic cutterhead, known as Unit 541, is now in production and will be standard equipment on Fairchild's latest portable recorder.

KOY
PHOENIX
550
KC
CBS
JOHN BLAIR & COMPANY
KEY STATION: The Arizona Network
AFFILIATE STATION WLS CHICAGO

BILLBOARD . . . "Fulton Lewis, jr., is far and away MBS's top co-op program."

WASHINGTON POST . . . "Not content to sit behind a microphone and quote other people's news and opinions, Lewis has gone out and himself made news."

BILLBOARD . . . "Still by all odds the best of all radio commentators is Fulton Lewis, jr. Lewis stands out as about the best reporter ever to take to the airlanes."

The Men Who KNOW Real Reporting Excellence Have this to Say About

Fulton Lewis, jr.

AMERICA'S YOUNG MEN . . . "For his determined disregard of obstacles; for his news beats; for his forthright, unbiased reporting of the events of the day."

BILLBOARD . . . "Lewis is probably the greatest reporter alive today; his knowledge of the nation's political scene is astute, deep and unfettered; and his sense of the dramatic is, of course, keen."

WASHINGTON POST . . . "Lewis carefully looks into both sides of a matter before he starts hurling accusations. The amazing results of his one man campaigns are a tribute to his unfailing energy and his sincerity in doing what he believes is right."

BUFFALO COURIER EXPRESS . . . "There's no commentator who knows more about the news than Fulton Lewis, Jr., veteran Washington correspondent."

Fulton Lewis jr. is now heard on over 225 statons . . . with 130 sponsors. For list of available cities, call, wire or write WM. B. DOLPH; WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

first

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities . . . and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years... continuously!

WRC

NBC

REPRESENTED BY NBC SPOT SALES

Washington

Network Accounts

All time Eastern Wartime unless indicated

New Business

CAMPANA SALES Corp., Batavia, Ill. (Campana Balm), on Oct. 8 for 52 weeks starts *Winner Take All* on 8 CBS Pacific stations, Sun. 4:30-5 p.m. (PWT). Agency: Wallace-Ferry-Hanley Co., Chicago.

SIGNAL OIL Co., Los Angeles (institutional), on Sept. 4 for 13 weeks started *Lies From Tokyo* on 6 Don Lee Pacific stations, Mon. thru Fri 9:45-10 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

KNOX Co., Los Angeles (Cystex), on Oct. 1 starts *What's the Name of That Song* on 80 MBS stations, Sun. 4:30-5 p.m. Agency: Raymond R. Morgan Co., Hollywood.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Oct. 4 starts Jack Benny on 136 NBC stations, Sun., 7-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Renewal Accounts

SKELLY OIL Co., Kansas City, effective Sept. 11 renews quarter-hour newscast featuring Alex Dreier on 24 NBC midwest stations, Mon. thru Sat. Contract is for 52 weeks. Agency: Henri, Hurst & McDonald, Chicago.

MINNEAPOLIS-Honeywell Regulator Co., Minneapolis, (temperature, air conditioning and industrial controls), on Oct. 8 renews *Blue Jacket Choir* on 122 CBS stations, Sun., 11:05-11:30 a.m. Agency: Addison, Lewis & Assoc., Minneapolis.

PET MILK Sales Corp., St. Louis (Pet Evaporated Milk), on Oct. 7 renews *Saturday Night Serenade* on 68 CBS stations, Sat., 9:45-10:15 p.m. Agency: Gardner Adv. Co., St. Louis

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Sept. 29 renews *Colgate Sports Newsreel* on 67 NBC stations, Fri. 10:30-10:45 p.m. Agency: Sherman & Marquette, N. Y.

"YOU CAN take it from me," Ben Abrams (r), president of Emerson Radio & Phonograph Corp., tells Everett Sloane, "you did a good job as Grandpa Vanderhof." Everett Sloane (center) played that part in the radio adaptation of *You Can't Take It With You*, premiered on Mutual, under Emerson sponsorship. William H. Weintraub, president of the agency handling the account, joins in the praise.

MAPLE LEAF MILLING Co., Toronto (flour) on Oct. 11 renews *Jolly Miller* on 26 CBC Dominion network stations, Wed. 8-8:30 p.m. with repeat to western stations 11:30-12 midnight. Agency: Cockfield Brown & Co., Toronto.

CANADIAN IRONIZED Yeast Co., Windsor, Ont. (ironized yeast), on Oct. 3 renews *Big Town* from CBS on 26 CBC Trans-Canada network stations, Tues. 8-8:30 p.m. Agency: Pedlar, Ryan & Lusk, N. Y.

KELLEY DOUGLAS Ltd., Vancouver (coffee), on Sept. 11 renewed *Nabob Coffee Time* on 3 eastern Canadian stations, Mon. thru Fri. 8:15-8:30 a.m. Agency: Cockfield Brown & Co., Montreal.

RCA VICTOR Ltd., Montreal (institutional), on Sept. 21 renewed *The Voice of Victor* to June 14, 1945 on 21 CBC Trans-Canada network stations, Thurs. 8-8:30 p.m. Agency: Spitzer & Mills, Toronto.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Oct. 5 for 52 weeks renews *Ellery Queen* on 14 NBC stations, Sat. 7:30-8 p.m. (repeat, 7 NBC stations, 12:30 a.m.). Agency: Ruthrauff & Ryan, N. Y.

PHARMACO Inc., Newark, N. J. (Feen-A-Mint), on Sept. 15 for 52 weeks renews *Double or Nothing* on 198 MBS stations, Fri. 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

HUDSON BAY Co., Winnipeg (chain department stores and fur posts), on Oct. 28 renews *Red River Barn Dance* on 6 CBC Prairie region stations, Sat. 11-11:30 p.m. Agency: Cockfield Brown & Co., Winnipeg.

BUTAY PRODUCTS Inc., Los Angeles (Raindrops-detergent), on Sept. 13 for 13 weeks renews *World of Tomorrow* on 15 Blue Pacific stations, Wed. 1:45-1:50 p.m. (PWT). Agency: Glasser-Gailey & Co. Los Angeles.

UNION OIL Co., Vancouver (gasoline), on Aug. 30 renewed for 13 weeks *Grand Old Songs* on 5 CBC western stations, Wed. 11:30-12 midnight. Agency: Stewart-Lovick, Vancouver.

BRITISH-AMERICAN OIL Co., Toronto (gasoline), on Sept. 7 renewed *Fighting Navy* on 25 CBC Trans-Canada stations, Thurs. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive shave cream, Cue), on Sept. 9 renewed *Share the Wealth* on 25 CBC Trans-Canada stations, Sat. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

LAMONT CORLISS & Co., Toronto (Ponds Cream), on Sept. 19 renews *John & Judy* on 24 CBC Dominion network stations, Tues. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Network Changes

H. J. HEINZ Co., Pittsburgh, on Sept. 11 resumes *Information Please*, replacing *Vacation Serenade*, on 137 NBC stations, Mon. 9:30-10 p.m. Agency: Maxon Inc., N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Sept. 8 discontinued *The Thin Man* on 120 NBC stations, Fri. 8:30-9 p.m. and on Sept. 15 starts program on 122 CBS stations, Fri. 8:30-9 p.m. Agency: Benton & Bowles, N. Y.

LOCKHEED AIRCRAFT Corp., Burbank, Cal. (Institutional), on Sept. 9 shifted *A Man Named "X"* from 72 CBS stations, Mon. 9:30-10 p.m. to 181 Blue stations, Sat. 10:30-11 p.m. Agency: Foote, Cone & Belding, Los Angeles.

GENERAL FOODS Corp., New York (Postum), on Sept. 1 shifted *The Aldrich Family* from 130 NBC stations, Thurs. 8:30-9 p.m. to 122 CBS stations, Fri. 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

RCA Camden, N. J. (institutional), on Sept. 3 shifted *Music America Loves Best* from 159 Blue stations, Sat. 7:30-8 p.m., to full NBC network, Sun. 4:30-5 p. m. Agency: J. Walter Thompson Co., N. Y.

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream), on Sept. 2 shifted *Mayor of the Town* on 57 CBS stations from Mon. 9-9:30 p.m. to Sat. 10:15-10:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

RAINIER BREWING Co., Los Angeles (beer), on Sept. 5 shifted *Club Good Cheer* on 11 Blue Pacific stations from Sat., 8:30-9 p.m. (PWT) to Tues. 9-9:30 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

RADIO STATION KTBS

Shreveport, La.

NBC AFFILIATE

Announces the Appointment of

Edward Petry & Company

AS NATIONAL REPRESENTATIVES

YOUR MARKETS ARE MOVING

South!

We sell the new Savannah Seaboard Market—at the *lowest per-person cost of any medium.*

NBC

WSAV

SAVANNAH

National Representative

GEORGE P. HOLLINGBERY CO.

OWI PACKET, WEEK OCT. 2

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 2. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Ind.	Group OI Aff.	Ind.	NAT. SPOT PLAN Live	Trans.
Paper Conservation	X	--	--	--	--	--	--
Merchant Marine	X	--	--	--	--	--	--
National War Fund	X	--	--	--	--	--	--
Prepare for Winter	--	X	--	X	--	--	--
Eat Wisely	--	--	--	--	--	--	X
Better Breakfast and Lunch	--	--	--	--	--	X	--
Home Front Pledge	--	X	--	X	--	--	--
War Bonds	--	--	X	--	X	--	--
Christmas Mail	--	--	--	--	--	X	--

See OWI Schedule of War Messages 128 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Heller Will Direct WINX Developing

Smith Assumes Managerial Duties of Capital Outlet

INTENSIVE development of all aspects of broadcast service by the *Washington Post*, which recently acquired WINX Washington, were foreseen with the recent appointment of Lawrence J. Heller, founder and former owner of the station, to direct radio developmental activities. John Patrick Smith, assistant general manager of WCPO Cincinnati, has been named manager [BROADCASTING, Sept. 4].

Mr. Heller

While there were no details as to immediate plans of Eugene Meyer, president and publisher of the *Post*, it is known that consideration has been given to launching of FM, facsimile and possibly television operations, in addition to WINX. Moreover, it is presumed that Mr. Heller will explore prospects of improving the facilities of the standard outlet.

Mr. Heller, an attorney, established WINX in December 1940. When he sold the station to Mr. Meyer, it commanded the record figure of $500,000 for a local, non-network outlet. Mr. Heller continued in his capacity as manager until the appointment of Mr. Smith, which relieves the former of operating details and permits him to devote his time to expansion operations and to counsel with Mr. Meyer and Wayne Coy, former State Dept. assistant to President Roosevelt and now Mr. Meyer's assistant.

A NEW magnetic wire recorder, developed by Armour Research Foundation and said to be used for the first time in the U. S. on a commercial station, was used by Larry Haeg, farm editor of WCCO Minneapolis, to record a series of programs at the Minnesota State Fair.

OWI Will Resume WAC Placements

FINIS was written to the War Dept.-OWI controversy over WAC recruitments, insofar as the latter agency was concerned, with the announcement last Friday by John D. Hymes, chief of station relations, OWI Domestic Radio Bureau, that the Bureau now is prepared to issue radio clearances

In a memorandum to station relations regional chiefs, to be dispatched to all stations, Mr. Hymes pointed out that since the War Dept. has announced its complete plans for the present phase of the WAC campaign, including use of commercial radio, OWI now could resume WAC placements under its allocation plan.

The last announcement by Young & Rubicam was that 712 stations of 791 which had accepted the WAC advertising schedule for the four-week period beginning Sept. 4 did so on a straight commercial basis. The remainder said they would broadcast the announcements as a public service, because of policies against accepting paid Government advertising. Text of memorandum:

> Since the War Dept. has now announced its complete plans for the present phase of the WAC recruiting campaign, including the use of commercial radio, and since it has clarified its relationship with the radio industry, we wish to advise you that the OWI Domestic Radio Bureau is now prepared to issue radio clearance on WAC recruiting both for policy and for time priority on any and all OWI plans, whenever such action is justified by existing conditions and comparative urgencies.

SERVICE
on all
RECORDING
PROBLEMS
local or national

COMPLETE FACILITIES FOR . . .
- Spot Announcements
- Remote Pick-ups
- Full Air Check Service

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

CLAIM STAKE

Dade County (Miami) Real Estate Sales
For 1st 6 months, 1944: $71,716,930.00*
For 1st 6 months, 1943: $30,541,760.00*
* As compiled by The Keyes Co., Realtors Miami Fla.

That $41 Million increase is incontestable PROOF of faith in Miami's future!

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGate, Gen. Manager

5,000 Watts
610 KC • NBC

One of a series on the "WHO, WHAT, WHEN, WHERE, WHY" of station WTCN

Why They Choose News ON WTCN

EXPERTS LIKE THESE
★ Raymond Gram Swing
★ Walter Kiernan
★ Henry J. Taylor
★ Westbrook Van Vorhees
★ Walter Winchell
★ Baukhage
★ Gil Martin
★ Leon Henderson
★ Dorothy Thompson
★ George Hicks
★ Ted Malone
★ Drew Pearson
★ AND OTHER BIG NAMES IN NEWS

PLUS LOCAL NEWS COVERAGE BASED ON BOTH ASSOCIATED PRESS AND UNITED PRESS NEWS SERVICES!

WTCN
. . . 1280 ON YOUR DIAL

MINNEAPOLIS - ST. PAUL, MINNESOTA
FREE AND PETERS
National Representatives

CJBC

Going Up

Up in Power from 1,000 to 5,000 watts increasing the range of your program to include 100,000 additional Radio homes in Canada's largest and wealthiest market.

Up in Signal Strength giving Toronto area listeners an effective power equivalent to 10kws due to the concentration of our directional array.

Up With The Best programs from the Blue . . . NBC . . . and BBC as well as originating the majority of programs for the CBC Dominion Network in Canada.

CBC RADIO CANADA

Consult CJBC Commercial Department 55 York Street

Toronto Affiliate of the Blue Network

CJBC

Key Station of the Dominion Network

TORONTO

DIAL 1010

Fall Brings 31 New Net Shows

(Continued from page 12)

General Foods Corp., New York (Postum), Sept. 1, *Aldrich Family**, Fri., 8-8:30 p.m. (repeat, 12 midnight), 122 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Jell-O, Sanka). Sept. 17, *Kate Smith Hour*, Sun., 7-8 p.m.**, 141 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Grapenuts, Grapenuts Flakes, Maxwell House Coffee), Sept. 15, *Thin Man*, Fri., 8:30-8:55 p.m., (repeat, 12:30-1 a.m.), 136 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Post Toasties), Sept. 17, Fanny Brice in *Toasties Time**, Sun., 6:30-7 p.m., 113 stations, Benton & Bowles, N. Y.

International Silver Co., Meridan, Conn. (Sterling and silverplate), Oct. 8, *Adventures of Harriet and Ozzie**, Sun., 6-6:30 p.m., 63 stations, Young & Rubicam, N. Y.

Lever Bros., Cambridge (Swan Soap), Aug. 15, Burns and Allen, Tues., 9-9:30 p.m., 137 stations, Young & Rubicam, N. Y.

Lever Bros., Cambridge (Vimms), Aug. 16, *Frank Sinatra Show*, Wed., 9-9:30 p.m., 132 stations, J. Walter Thompson Co., N. Y.
Lever Bros., Cambridge (Lux), Sept. 4, Lux Radio Theatre, Mon., 9-10 p.m., 142 stations, J. Walter Thompson Co., N. Y.

Maryland Pharmaceutical Co, Baltimore (Rem), Sept. 23, *Bob Trout—News**, Sat., 6:55-7 p.m., 19 stations, Joseph Katz Co., Baltimore.

Pacific Coast Borax Co., New York (Borax), Aug. 10, *Death Valley Sheriff**, Thurs., 8:30-8:55 p.m. (repeat, 11:30-midnight), 62 stations, McCann-Erickson, N. Y.

MBS

Allegheny Ludlum Steel Corp., Brackenridge, Pa. (institutional), Oct. 1, *Steel Horizons**, Sun., 9-9:30 p.m., stations not determined, Walker & Downing, Pittsburgh.

Conti Products Corp., Brooklyn (toilet products), Nov. 9, *Treasury Hour of Songs*, Thurs., 9:30-10 p.m., 32 stations, Bermingham, Castleman & Pierce, N. Y.

Cresta Blanca Wine Co., Los Angeles (Dubonnet Wine), Sept. 6, *Stop That Villain**, Wed., 8:30-9 p.m., 59 stations, BBDO. N. Y.

Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), Sept. 24, *The Shadow*, Sun., 5:30-6 p.m., 30 stations, Ruthrauff & Ryan, N. Y.

Emerson Radio & Phonograph Corp., New York, Aug. 27, *You Can't Take It With You**, Sun., 5-5.30 p.m., 63 stations, William H. Weintraub & Co., N. Y.

Gillette Safety Razor Co., Boston, Sept. 8, boxing matches, Fri., 10 p.m., full network (repeat, 12 midnight, 36 Don Lee Stations), Maxon, Inc., N. Y.

Grove Labs., St. Louis (drugs), Oct. 2, *Lanny and Ginger**, Mon., Wed. and Fri., 11:55-12 noon, 246 stations, Russel M. Seeds Co., Chicago.

Knox Co., Los Angeles (Cystex), Oct. 1, *What's the Name of That Song*, Sun., 4:30-5 p.m., 80 stations, Raymond R. Morgan Co., Hollywood.

George W. Luft Co., New York (Tangee), Aug. 24, *Tangee Varieties**, Thurs., 8:30-9 p.m., 80 stations, Warwick & Legler, N. Y.

Union Pacific R. R., Omaha, Oct. 8, *Your America**, Sun., 4-4:30 p.m., stations not determined, Caples Co., Chicago.

NBC

American Tobacco Co., New York (Lucky Strike Cigarettes), Oct. 1, Jack Benny*, Sun., 7-7:30 p.m., 136 stations, Ruthrauff & Ryan, N. Y.

Bristol-Myers Co., New York (Ipana, Minit Rub), Sept. 15, *Duffy's Tavern**, Fri., 8:30-9 p.m., 129 stations, Young & Rubicam, N. Y.

Bristol-Myers Co., New York (Ipana, Sal Hepatica), Sept. 27, Eddie Cantor, Wed., 9-9:30 p.m., 127 stations, Young & Rubicam, N. Y.

Brown & Williamson Tobacco Corp., Louisville, Ky. (Raleigh Cigarettes), Sept. 13, *Carton of Smiles**, Wed., 7:30-8 p.m., 52 stations, Russel M. Seeds Adv., Chicago.

Brown Shoe Co., St. Louis, Sept. 2, *Smilin' Ed McConnell**, Sat., 10-10:30 a.m., 52 stations, Leo Burnett Co., Chicago.

General Foods Corp., New York (Bird's Eye Foods), Oct. 5, Dinah Shore, Thurs., 8:30-9 p.m., 127 stations, Young & Rubicam. N. Y.

HAPPY BIRTHDAY! Celebration is the 10th birthday of the Associated Library of the Associated Music Publishers, transcription library service firm. Loren Watson, left, sales representative, and Ben Selvin, right, vice president and recording director, wait eagerly as "Clint" Finney, president, cuts the big, mouth-watering birthday cake.

General Foods Corp., New York (Maxwell House Coffee), Aug. 31, *Maxwell House Coffee Time*, Thurs., 8-8:30 p.m., 130 stations, Benton Bowles, N. Y.

H. J. Heinz Co., Pittsburgh (food products), Sept. 11, *Information Please*, Mon., 9:30-10 p.m., 137 stations. Maxon Inc., N. Y.

S. C. Johnson & Son., Inc., Racine, Wis. (floor wax), Oct. 3, *Fibber McGee and Molly*, Tues., 9:30-10 p.m., 133 stations, Needham, Louis & Brorby, Chicago.

Kraft Cheese Co., Chicago (Pabstett and Parkay), Sept. 3, *The Great Gildersleeve*, Sun., 6:30-7 p.m., 69 stations, Needham, Louis & Brorby, Chicago.

Lever Bros. Co., Cambridge (Rinso), Sept. 22, *Amos 'n' Andy*, Fri., 10-10:30 p.m., 132 stations, Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge (Lifebuoy), Oct. 5, Bob Burns, Thurs., 7:30-8 p.m., 75 stations, (repeat: 9:30-10 p.m.), Ruthrauff & Ryan, N. Y.

Lever Bros. Co., Cambridge (Pepsodent), Sept. 12, Bob Hope, Tues., 10-10:30 p.m., 129 stations, Foote, Cone & Belding, N. Y.

P. Lorillard Co., New York (Old Gold Cigarettes), Aug. 18, Jackie Gleason and Les Tremayne, Sun., 10:30-11 p.m., 129 stations, J. Walter Thompson Co., N Y.

Procter & Gamble Co., Cincinnati (Drene), Sept. 9, *Drene Show**, Sat., 8-8:30 p.m., 124 stations, H. W. Kastor & Sons, N. Y.

Procter & Gamble Co., Cincinnati (Duz), Sept. 9 *Truth or Consequences*, Sat., 8:30-9 p.m., 129 stations, Compton Adv., N. Y.

RCA, Camden, N. J. (Institutional), Sept. 3, *Music America Loves Best**, Sun., 4:30-5 p.m., 110 stations, J. Walter Thompson Co., N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem. N. C. (Camel Cigarettes), Oct. 5, Abbott & Costello, Thurs., 10-10:30 p.m., 135 stations, William Esty & Co., N. Y.

Sealtest, Inc., New York (milk and ice cream), Aug. 31, *Joan Davis Show*, Thurs., 9:30-10 p.m., 72 stations, McKee & Albright, Inc., Philadelphia.

Standard Brands, New York (Chase & Sanborn Coffee), Sept. 3, *Chase & Sanborn Program*, Sun., 8-8:30 p.m., 135 stations, J. Walter Thompson Co., N. Y.

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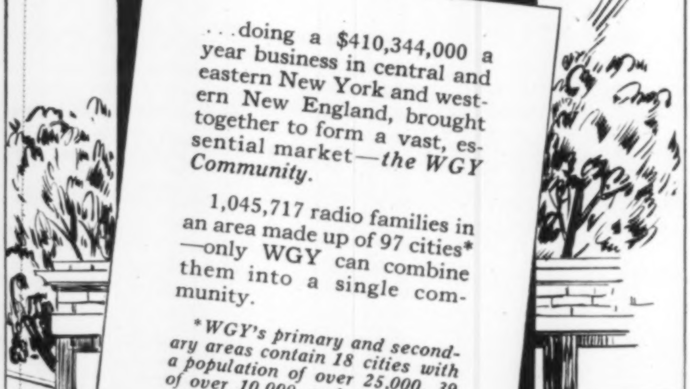
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Treasury Considers 6th Loan Discs; Station Advisory Group Recommended

FOLLOWING discussions held with industry representatives at the NAB Executives War Conference in Chicago on plans for the forthcoming Sixth War Loan, Robert J. Smith, chief of the Treasury War Finance Division's Radio Section, last week stated that proposed recording activities for the next drive call for a schedule of 24 quarter-hour *Treasury Salutes*, six quarter-hour programs featuring Horace Heidt's orchestra, a series of short musical jingles, a series of *War Bond Briefs* and other new disc series still in skeleton form.

He emphasized that as much of the material as possible will be arranged suitable for sponsorship.

Localized Discs

The *Salutes*, to feature war heroes, will stress the importance of investing in War Bonds to assure security for returning troops. A transcribed series of musical jingle station breaks, patterned after those used by WWDC Washington during the Fifth Loan, is being produced by G. Bennett Larson of WWDC and featuring the Lynn Murray Chorus, for proposed national use during the Sixth Loan. The *Bond Brief* series, to consist of discs approximately 2½ to 3 minutes long, will feature outstanding Americans from all fields and will be distributed, according to their adaptability, for use on programs of every type. Special one-minute discs featuring Bond appeals by prominent citizens and national figures are planned, to be suitable also for easy insertion in regular programs.

Treasury plans to continue War Bond promotion discs on a reduced schedule during the interim period following the Sixth Loan, it was stated.

Recordings of two "localized" pre-Sixth Loan quarter-hour programs prepared by the WFD Information Service already have been distributed to all stations in Virginia and North Carolina and are being used as part of Bond activities being staged by local committees in connection with the tobacco auctions. One disc features servicemen of the region who participated in the fighting in Normandy. The other presents Maj. Gen. Roger B. Colton of North Carolina, Brig. Gen. W. F. Tompkins of Virginia and Robert Coyne, WFD field director, discussing heroism of the enlisted men in the first record.

Membership for the committee representing small, medium and large stations to advise Treasury on War Bond program selections was named last week by Treasury in cooperation with Arthur Stringer and Lewis Avery of NAB. Recommendations are: Kern Tips, KPRC Houston; Ted Hill, WTAG Worcester; John Rivers, WCSC Charleston; Chester Wheeler, KWIL Albany, Ore.; William Cline, WLS Chicago; John Hymes, OWI.

Music Activities

Chairman of the network Bond committees are scheduled to meet with Treasury and OWI this week to discuss general policy on Sixth Loan planning. Detail program and promotion plans are to be developed by each committee for its respective net. Nets are also considering designation of representatives to work in liaison with WFD during the planning period.

Dance orchestrations of the song "Dear Friend," written for Treasury by Richard Rogers and Oscar Hammerstein II, have been sent by the WFD Music Promotion Unit to the 429 stations having studio orchestras. In cooperation with the Army Ground Forces, WFD has arranged for the presentation of Irving Berlin's newest Infantry song, "There Are No Wings on a Foxhole," on regular Treasury network programs—Little Jack Little, Blue, weekdays 1:45-2 p.m.; Shep Fields, MBS, weekdays 12:30-1 p.m.

DALTON IS NAMED TO SUCCEED HEALY

NEIL DALTON, assistant chief of the OWI domestic news bureau since April 1, 1944 when he took leave of absence from his post as assistant to Mark Ethridge, publisher of the *Louisville Courier Journal* and *Times* and owner of WHAS, has been named by Elmer Davis, OWI director, to succeed George W. Healy Jr. as director of the domestic branch when Mr. Healy returns to the New Orleans *Times-Picayune* in November.

Other OWI personnel changes include the naming of Willett Kempton, former regional chief of station relations for OWI in Atlanta, as assistant chief of OWI station relations division with headquarters in Washington. Replacing Mr. Kempton in Atlanta on Sept. 15 will be Madellin Chace, former regional radio director for the Office of Civilian Defense in Atlanta and previously in the program department of WSB. Both latter appointments were announced last week by John D. Hymes, chief of the OWI station relations division.

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*NBC Tale of 412 Cities
**Ross Federal Survey

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When you stop at The Roosevelt you don't risk getting marooned, like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

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Conspiracy in WFTL Sale Alleged

(Continued from page 14)

ing and incidental expenses until February 1944, while on the other hand he entered into an agreement in April 1943 to represent Fort Industry in the sale, for which he received a $10,000 fee, plus expenses.

Mr. Horton testified that to release Messrs. Hoffman and Vetter from his contract of Dec. 30, 1942, he paid, out of the sale receipts, $60,000 to Mr. Hoffman and $23,000 to Mr. Vetter. He added that Comdr. Storer promised to "take care of Steve Vetter". On the stand Thursday afternoon, Comdr. Storer testified he paid Vetter $10,000 which, in fact, made the station cost $285,000, and addressing Mr. Horton, added: "If I made an agreement I'll pay all of it."

That $17.30 Hotel Bill

Throughout the hearing Rep. Miller and Counsel Sirica, in addressing Chairman Fly, made reference to "your friend, Storer and your friend Bennett". Mr. Fly admitted friendship but denied he gave any favors. And he vigorously denied that Comdr. Storer paid his hotel bill. "No radio broadcaster has paid any such bill for me," he declared.

"Here you were, the chairman of the FCC, accepting a gratuity from a licensee of several radio stations," said Counsel Sirica, after questioning Chairman Fly about the $17.30 hotel bill. "The evidence now conclusively shows that you accepted a gratuity from the licensee of several radio stations."

"It does not," retorted Mr. Fly. "If I were going to accept a gratuity it wouldn't be any $17.30."

Reading correspondence into the record regarding the National Independent Broadcasters, Mr. Sirica inferred that Chairman Fly was behind the organization to combat the NAB. Rep. Miller demanded to know if Mr. Fly didn't foster the NIB in "opposition to the NAB and Neville Miller". The witness declared he had always felt the independent broadcasters needed an organization representative of their interests, but that he did not take any active part in the NIB organization.

"I thought the controls of the NAB were very unfortunate for the radio industry in general," said Mr. Fly. "I was interested in any organization that would give the small independent station a voice."

Referring to a meeting of the American Communications Assn. (CIO) which Mr. Fly attended in Atlanta, Rep. Miller brought up the 250,000 fingerprints which the FCC declined to turn over to the FBI until six months after Pearl Harbor, according to testimony before the Committee last December.

"Didn't you put your feeling for your friend Selly (Joseph P. Selly, ACA president) above your country?" demanded Rep. Miller.

"I think that's an unfair statement. The answer is no," replied Mr. Fly. He added that it was "important to bear in mind" that the fingerprints involved members of "all labor unions, the AFL, independent organizations and the CIO."

No Obligation

Rep. Miller shot one question after the other regarding Mr. Fly's Atlanta visit with Comdr. Storer and when the Congressman remarked: "George Storer has fared quite well before this Commission, hasn't he?" the chairman snapped: "He hasn't gotten a thing from this Commission. . . . I have no obligation to anybody in the industry."

Rep. Miller asked Mr. Fly to "look up your records and see if you have done any favors for Harold Lafount, George B. Storer, Walter Damm, John Shepard 3d, Eugene Pulliam, Gordon Gray, John Fetzer, John A. Kenendy and Scoops (F. M.) Russell. I want to ask you some questions about them."

Comdr. Storer testified that he had played considerable golf with Mr. Fly, but denied he paid his hotel bill. He added "Mr. Fly is so maticulous about paying the bills it is embarrassing to me."

With reference to his purchase of WFTL, Comdr. Storer related details of conferences with Mr. Bennett and later Mr. Horton and Chairman Fly. He said he advised Mr. Horton his contract with Messrs. Hoffman and Vetter should have been filed with the FCC 30 days after it was signed, inasmuch as transfer of stock was involved.

Mr. Fly also testified that he advised Mr. Horton to "go to the Commission and make a clean breast of everything". Chairman Fly denied that he told Mr. Horton the contract was "illegal."

Both Mr. Horton and Mr. Vetter testified that under their contract Mr. Horton would retain majority control of WFTL although Mr. Horton, under cross-examination, pointed to a clause in the contract which said the station's affairs would be guided by a majority of the board of directors. He named as the board himself and Messrs. Hoffman and Vetter.

Well-Sworn Fly

FCC CHAIRMAN James Lawrence Fly holds the record of being sworn three times as a witness before the House Select Committee to Investigate the Commission. When he appeared last Tuesday in the probe of the sale of WFTL Ft. Lauderdale, Fla., to Fort Industry Co., Mr. Fly raised his right hand as Rep. Lea (D.-Cal.), Committee chairman, for the second time administered the oath. Chairman Fly previously had been sowrn in by Rep. Cox (D.-Ga.), former Committee chairman.

Mr. Sirica introduced a letter signed by Mr. Bennett and addressed to T. J. Slowie, FCC secretary, dated Aug. 26 which included a copy of a letter dated April 19 and a copy of the Horton-Hoffman-Vetter contract. Nobody knew why it hadn't been filed earlier.

Mr. Hyde testified that "about April 19" Mr. Benentt came to his office with a letter "or copy of a letter" setting forth details of the agreement between Messrs. Horton, Hoffman and Vetter. Attached was a copy of the Dec. 30, 1942, contract. Mr. Hyde said he considered that presentation as "filed" with the Commission. Pressed by Mr. Sirica, the assistant general counsel said he "kept it around my office a while and then gave it to Judge Seward". Mr. Sirica brought out, however, that the usual FCC "received" stamp in the secretary's office, as fixed to papers which are filed, was dated Aug. 27, 1943, four months later.

Horton's Agreement

Mr. Fly asserted that to the best of his recollection he never discussed the contract with Mr. Bennett. "Mr. Bennett never told me he represented Fort Industry," he said. "As far as I know he represented Mr. Horton." Again Rep. Miller questioned Mr. Fly and the FCC chairman declared: "Seemingly there had been a transfer of control without the Commission's con-

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sent. I told him (Horton) he'd have a better standing with the Commission if he'd put all this before the Commission above board".

"Why didn't you tell Mr. Bennett to bring the contract to the Commission and file it so the law department could pass on it?" asked Mr. Sirica.

"That's precisely what I told Mr. Horton," replied Chairman Fly. "I did not give any opinion as to the validity of this contract. I don't think I ever saw that contract up to this minute."

"Isn't it a fact that you went to Atlanta to help your friend Bennett and your friend Storer get that station?" demanded Mr. Sirica.

"I resent that question—no," was the reply. Mr. Fly said he was "surprised" to learn that Mr. Benentt represented both the seller and buyer, as the testimony had brought out.

Mr. Horton told of his financial difficulties, of borrowing $50,000 from Mr. Hoffman and of executing the agreement with Mr. Hoffman and Mr. Vetter. He said when Mr. Benentt told him Fort Industry wanted to buy he "told them I did not see how I could sell because I had a contract which might mature into an interest in the station". He added that Mr. Bennett advised him the contract was "very bad" and a "violation of rules of the FCC".

Mr. Horton testified that while Mr. Fly didn't read the contract in his presence at the Atlanta meeting, the FCC chairman "was familiar with the salient features" and indicated "that it should have been filed. I got the impression Mr. Fly believed certain phases of it were violative of the rules of the Commission," he added.

"I'm confident Mr. Fly didn't say it was totally illegal," continued Mr. Horton. "He said, 'What do you want to do?' and I told him my station had been a source of trouble and I wanted to sell." Mr. Horton added that he had made up his mind to sell to Fort Industry before going to Atlanta to meet with Mr. Fly.

Mr. Hoffman related details of his agreement with Mr. Horton and of a night visit by Mr. Horton and James A. Dixon, Miami attorney representing Comdr. Storer, with an armored truck and $55,000 in cash to pay his notes. He rejected the payment but later settled for $60,000. Mr. Hoffman said he did not construe the contract as violating the Communications Act.

Reps. Magnuson and Miller engaged Mr. Denny in a lengthy exchange regarding Commission regulations and Sec. 310B of the Communications Act of 1934, as amended. Mr. Denny declared that section should be amended to make it mandatory for licensees to file with the Commission any transfer of stock, as low as 1%. The section now has to do with control of a station.

Tells of Contract

Emmett C. Choate, Miami attorney who represented Mr. Vetter in litigation after the sale of WFTL to Fort Industry, testified he examined the contract of Dec. 30, 1942, and studied the Communications Act and could find no violation. He told the Committee he also studied FCC regulations, and said that in his opinion the regulations called for "more than the Communications Act requires".

Mr. Choate outlined details of his court fights and told how the Federal court remanded the case to State court on the grounds that the Communications Act was not involved.

Comdr. Storer, recalled to the stand Friday, said it was his opinion that under FCC regulations the contract of Dec. 30, 1942, should have been filed with the Commission. Questioned closely regarding Mr. Bennett's status, Comdr. Storer said he was under the impression that Mr. Bennett was "free to represent us", although he said he had known that Mr. Bennett at one time did represent Mr. Horton.

Under cross-examination Friday Comdr. Storer said he wasn't present at the Atlanta conference between Mr. Fly and Mr. Horton, that he felt "it was a matter between Mr. Horton and the Commission". He added that although he and Mr. Horton had made an oral agreement for the sale of WFTL he felt that Mr. Horton "should make a complete disclosure to the Commission".

"Would you prefer to have the opinion of your friend, Fly, rather than the opinion of the whole Commission?" asked Rep. Miller. "No," replied the witness, "as a matter of fact it would have to be decided by the whole Commission."

Pressed on Thursday as to why he wanted to buy WFTL Comdr. Storer said he had a home in Florida and "wanted an excuse to go there in the wintertime". He estimated Fort Industry's "present book value" at "some 900 thousand dollars". Asked what the sale price would be, he said he didn't know and when Mr. Sirica suggested "three or four million dollars", Comdr. Storer replied: 'It might well be".

Messrs. Denny and Hyde and Walter W. White, administrative assistant to the FCC general counsel, all testified that they had searched Commission files and could not locate the original of a letter dated April 19, 1943, and delivered to Mr. Hyde by Mr. Bennett.

Mr. Dixon of the Miami law firm of McKay, Dixon & DeJarnette, who represented Fort Industry in the transaction, said he understood Mr. Bennett represented both Mr. Horton and Fort Industry "with the knowledge and consent of both parties". Attorneys said this was a common and accepted practice.

Mr. Pixley took the stand briefly to relate details of employing Mr. Dixon. He denied there was ever any intention of "breaking" the Dec. 30, 1942, contract.

WPB Orders Revoked

TWO limitation orders, one for tubes, the other for replacement parts, have been revoked by the WPB, it was announced last week. Order L-76 covering tubes, which was originally issued in the spring of 1942 to stop production of several hundred different types of tubes is no longer needed, WPB officials said. The other order, L-293, covering replacement parts for home radios, has been repealed to allow production of home replacement parts on the same production lines as are running for other purposes, the WPB revealed. Distribution and production of these items are now being scheduled under General Scheduling Order M-293, according to WPB.

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Debut Is Delayed By Bricker Talk

Other Broadcasts Scheduled By Republican Candidates

PREMIERE of the new Lockheed Aircraft Corp. program, *A Man Named X*, has been postponed from Sept. 9 to Sept. 16 in order that the Blue can join the other nationwide networks in broadcasting the speech of Gov. John W. Bricker of Ohio, accepting the Republican vice-presidential nomination. The Bricker address, scheduled to be made before the Indiana Republican Editorial Assn. at French Lick Springs, Ind., was broadcast as a sustaining public service feature by all networks, which a week earlier had broadcast the acceptance talk of Sen. Harry S. Truman of Missouri, Democratic vice-presidential candidate, also on a sustaining basis. Gov. Bricker was to have been heard from 10.30-11 p.m.

Other Talks

In addition to the addresses of the Republican presidential nominee, to be broadcast during his western trip—Sept. 18 from Seattle on CBS, Sept. 19 from Portland, Ore., on NBC, Sept. 21 from San Francisco on NBC, and Sept. 22 from Los Angeles on NBC [BROADCASTING, Sept. 4]—Gov. Dewey will also broadcast Sept. 25 from Oklahoma City, 10-10.30 p.m. on NBC.

Republican National Committee has also scheduled a broadcast for Sept. 14, with network, time and speaker to be announced, and one for Sept. 15, 9-9.30 p.m. on NBC, with the speaker to be announced.

CBS Coast Additions

CBS has increased its news staffs in the Pacific and West Coast in preparation for impending increase in the tempo of operations against Japan. CBS correspondent James Fleming, back from Moscow, and Eugene Rider, formerly CBS technician-reporter in London, have been assigned to duty in the Pacific. In addition to doing on-the-spot broadcasts they will also make recordings of action on Navy portable film recording equipment. Tim Liemert, also of CBS, has arrived at Pearl Harbor to work with Webley Edwards. Philip Woodyatt, former CBS news manager in New York, and prior to that head of CBS San Francisco news bureau, has been appointed to direct the news bureau in San Francisco. CBS correspondents already in the Pacific Theater include William J. Dunn, assigned to Gen. MacArthur's command, and Glen Akins at Chungking.

Sterling Ins. Test

STERLING Insurance Co., Chicago, will begin sponsorship of 5 and 15-minute musical and news shows on approximately 60 stations October 16. 26-week contracts were placed by Neal Advertising, Chicago.

Present the Facts, Nimitz and King Tell Broadcasters, and Aid in Pacific War

RADIO CAN do much toward winning the war with Japan, after Germany falls, by broadcasting the facts, the Navy's two highest ranking officers, told the NAB Executives War Conference in Chicago late last month [BROADCASTING, Sept. 4].

Speaking on transcriptions which were flown to the Conference, Adm. Ernest J. King, USN, Commander-in-Chief of the U. S. Fleet and Chief of Naval Operations, and Adm. Chester W. Nimitz, Commander-in-Chief, U. S. Pacific Fleet and Pacific Ocean Areas, assured broadcasters that the Navy soon will provide facilities for the origination of newscasts from the far-flung Pacific areas.

Adm. King warned against over-optimism and declared the "fanaticism of the military" of Japan "surpasses anything that Germany has to offer. . . . To defeat them will be one thing; to force them to surrender will be another. These irrefutable facts must be repeated again and again. If they are presented fully and freely, we need have no further concern about the current wave of over-optimism.

"The broadcasting industy is performing and can continue to perform a most important public service by presenting the war in proper perspective. Your services are needed, and will be increasingly when the conflict in Europe ends and the spotlight is focused on the war in the Pacific."

Adm. Nimitz, couching his talk in the vernacular of broadcasting, said "the United States has forcibly extended its primary coverage thousands of miles to the West and our program featuring the combined forces of the Army, Navy and Marine Corps has been heard clear and loud in the Aleutians, the Gilbert Islands, Marshall Islands, in the Carolines, Marianas and Bonin Islands."

"The program to bring Japan to unconditional surrender will be heard with ever increasing volume in Japan itself," he continued. "There will be no fading in our resolve to carry it through and we are prepared to deal with such interference as may be encountered. . . . We will not remain static in producing and presenting this program for victory in the Pacific. We are confident that we will have the cooperation and support of the entire radio industry."

NBC Pacific News

PLANS for expanding NBC's news staff and technical facilities for covering the Pacific area were announced last Thursday by William F. Brooks, NBC director of news and special events, on his return from the West Coast [BROADCASTING, Aug. 7]. Francis C. McCall, manager of operations of NBC's news division, recently returned from London where he set up NBC coverage for D-Day, has been assigned to a similar task for the Pacific, operating from CINCPAC, Honolulu. Owen Pat Flaherty, since 1943 attached to the American Red Cross, Australia, formerly with WOAI San Antonio and KXYZ Houston, has been added to NBC's Southwest Pacific staff. Elmer Peterson, NBC commentator, has been transferred to the West Coast, working out of KPO San Francisco. The four networks have worked out a pooling agreement for certain types of Army and Navy news, he stated.

Hits Radio Plugs

C. A. ELVEHJEM, professor of biochemistry at the U. of Wisconsin, speaking before the Harris Foundation Institute at the U. of Chicago last week told his audience that radio had done more to destroy faith in nutrition research than any other element in American life. "We have with us continuously," Mr. Elvehjem complained, "the pernicious type of commercial advertising and statements and articles by pseudo-nutritionists." Future research, the professor concluded, should deal with total nutrition and the total fitness and efficiency of an individual.

Knox on MBS

KNOX Co., Los Angeles, will promote Cystex Tablets on 80 Mutual stations Sun., 4:30-5 p.m. as sponsor of *What's the Name of That Song*, audience participation program. Originating from the West Coast, with Dud Williamson as m.c. Program invites contestants to identify old-time songs, awarding cash prizes for ability to give the titles, recite first line of chorus and sing first two lines. Audience joins with the m.c. in singing the songs. Program was originated at the Don Lee Network, where it has been sponsored by a shampoo firm, later expanding to the full Mutual network as a sustainer. Agency is Raymond R. Morgan Co., Hollywood.

Hope Resumed

PEPSODENT CO., Chicago (toothpaste, powder), on Sept. 12 resumes *Bob Hope Show* on 129 NBC stations, Tuesday, 10-10:30 p.m. (EWT). Series stars Bob Hope, recently returned from entertainment tour of South Pacific war theater, with Jerry Colonna, comedian, and Frances Langford, featured vocalist, of the radio program. Barbara Jo Allen (Vera Vague) completes talent line-up. Skinnay Ennis has been assigned musical director. Writing staff comprises Albert Schwartz, Norman Sullivan, Glenn Wheaton, Ray Allen, Fred Fox, Paul Laven, Roger Price, Chester Castellaw. Al Capstaff is producer of Foote, Cone & Belding, agency servicing the account. With initial broadcast at Mohave (Cal.) Marine Air Base, troupe moves to Camp Borden, Toronto, Canada, on Sept. 19 for opening of annual Canadian War Stamp drive.

NOT BORED in the least are the newly-elected board of directors of the Canadian Western Assn. of Broadcasters, elected at the Banff, Alberta, meeting. They are (l to r), Dick Rice, CFRN Edmonton, president for the third time; Gerry Gaetz, CKRC Winnipeg; A. A. Murphy, CFQC Saskatoon; Frank "Tiny" Elphicke, CKWX Vancouver.

Frigon Is New CBC General Manager

Appointments of Manson and Bushnell Also Announced

CANADIAN Broadcasting Corp. last week announced the appointment of Dr. Augustine Frigon as general manager, with Donald Manson assistant general manager. Ernest Bushnell has been promoted to director general of programming.

Dr. Frigon

Mr. Bushnell

When the CBC displaced the Canadian Radio Commission in 1936, Dr. Frigon became assistant general manager. As a member of the three-man royal Commission which investigated radio in Europe and the United States, Dr. Frigon recommended nationalization of broadcasting while also allowing the operation of privately-owned stations. For ten years he was chairman of the Quebec Electric Commission, and is an engineer by profession.

Mr. Manson, who was formerly executive assistant of CBC, was secretary of the 1929 Broadcasting Commission. Before joining CBC in 1936, he was assistant controller of radio for Canada.

General Foods' Shifts

GENERAL FOODS Corp., New York, on Oct. 2 will start *Two on a Clue*, a mystery-drama, on CBS, Monday through Friday, 2:15-2:30 p.m., for Postum, LaFrance and Satina. In a reshuffling of General Foods' daytime shows, program replaces *Joyce Jordan, M. D.* (Postum, LaFrance, Satina, Post's Raisin Bran), which shifts to the CBS 2-2:15 p.m. period, now occupied by *Portia Faces Life* (Grape Nuts Flakes, Wheatmeal). Latter show on Oct. 2 replaces *We Love and Learn* (Post's 40% Bran Flakes) in the Monday through Friday 5:15-5:30 p.m. period on 87 NBC stations. *We Love and Learn* will be discontinued by General Foods on Sept. 29. Agency is Young & Rubicam, N. Y.

8% Transcripton Sales Levy Imposed by Canada

A SALES TAX license and an 8% sales tax are being levied on Canadian transcription companies, advertising agencies developing their own radio programs, independent producers, sponsors who do their own recording, and stations making transcriptions for broadcasting, it was learned recently. The ruling was received by Hal Williams, Dominion Broadcasting Co., Toronto, from the Dept. of National Revenue, Ottawa, after representations had been made to the department earlier in the summer.

To have gone into effect Sept. 1, a delay 'til Oct. 1 was requested to allow all companies affected to become informed of the operation. It is expected the ruling will cause considerable difficulty of a technical nature, and may bring the cost of certain types of recordings out of line with their commercial values.

National Peanut Council Plans 3-Year Campaign

NATIONAL PEANUT Council, Atlanta, in a proposed three-year campaign for the peanut industry, has appropriated a yearly $300,000 budget to include research, publicity and advertising. Largest allocation will be $230,000 to be spent in radio and publications. Research and publicity work is already financed for the balance of 1944.

According to a booklet issued by the Peanut Council, radio plans call for sponsorship of women commentators on daytime programs in major markets throughout the country. Regarding radio, booklet states "to be effective, the plan must be a continuous one for at least three years." To finance the campaign, funds will be raised by members of the NPC, with allied business and organizations contributing. Agency is J. Walter Thompson Co., N. Y.

Republic Promotion

REPUBLIC Pictures Corp., New York Sept. 11 concludes a five-day campaign in connection with the Sept. 9 premiere in New York of "Storm over Lisbon." Schedule called for from two to eleven announcements and chain breaks weekly on each of the following stations: WJZ WBYN WHN WEAF WABC WINS WOR WMCA WOV WNEW. Agency is Donahue & Coe, New York.

RECORD CKCL PRICE; STAFF ASSIGNMENTS

SAID to be the highest sum ever paid for a Canadian station, consideration of $500,000 was reported last week as the amount involved in the purchase of CKCL Toronto (now CKEY, BROADCASTING, Aug. 28), by a group of Canadian financiers headed by Jack N. Cooke, former general manager of Northern Broadcasting & Pub. Co., who is said to hold controlling interest in the 1,000 w outlet and is president of Toronto Broadcasting Co., partnership formed to take over operations of the station.

Vice-president is Edward W. Bickle, broker. Directors, all of Toronto, are Kenneth Haywood, lawyer; A. W. Carr, mining promoter; D. E. McLean, insurance broker. Shareholders include C. L. Burton, president of Robert Simpson Co., department store chain; Arthur Cobban, Wood, Gundy & Co., investment firm; J. P. Bickell, mining promoter and international financier; W. H. Englebright, mining company president; N. C. Urquhart, broker; W. Zimmerman, lawyer; R. A. Leslie, National Broadcast Sales, Toronto.

Eddie Guest of CKCL has been apointed production and traffic chief, and Don Insley, former program director of CHEX Peterborough, is director of continuity. John Stinson, formerly of WLW WIOD and CKLW, is producer and newscaster. Other newscasters are Lorne Greene, former chief announcer of Canadian Broadcasting Corp.; Michael Fitzgerald, Toronto free-lance, and Ann Abbott, women's news, formerly of CKPC Brantford, Ont. Anouncers are Jack Thompson, formerly of CHEX and CKCL; Roy Dunn, formerly of CKWS Kingston and CHEX; Phil Sandy, formerly of CHEX. Hal Stubbs, former farm broadcaster of CBC Toronto, heads the farm program department. Block program m.c.'s are Mickey Lester, Toronto free-lance; Larry Kent, formerly of CBC; Joe Crysdale, CKCL. Bruce Tremeer, formerly of CKWS, is librarian. Ernie Swan of CKCL remains as chief engineer. Sonya Barnett, secretary to Jack Cooke at Northern Broadcasting, has moved to the same position at CKEY.

Church Radio Plan

A PROPOSAL for an extensive program of broadcasting, which may reach $100,000 a year, is made in a report of a commission on church and radio presented Sept. 6 to the General Council of the United Church of Canada meeting at London, Ont. The commission is headed by Dr. James S. Thomson, president of the U. of Saskatchewan and former general manager of the Canadian Broadcasting Corp. The report recommended spending $15,000 on broadcasting in 1945. Other recommendations include the appointment of "radio pastors" in specified areas; establishment of a central office of supervision and direction of "an aggressive program of evangelization and education through broadcasting"; instruction of radio technique for ministers who broadcast. The CBC Board of Governors was asked to provide funds for a permanent secretary for the National Religious Advisory Council.

REACH THE *Active* SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA
5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Cassidy's Look

NBC last week claimed a first for James Cassidy, NBC commentator, who, in a broadcast from France Sept. 6 revealed himself to be the first radio reporter to look into Germany and return to the transmitter to tell about it. "At the very moment I was looking across the border," he said, "I realized that it was the final one to be crossed before the end of this war. . . . I felt a chill running up and down my spine."

NET ALLOCATIONS PROVE SUCCESSFUL

TWO-THIRDS of the programs participating in the Network Allocation Plan of the OWI (weekly "packet") are presenting their war messages interestingly and effectively, according to an OWI Domestic Radio Bureau analysis of 550 monitoring reports submitted by staff members and volunteers between July 10 and Aug. 6.

The survey, the first to be released, covered 257 network programs, representing 72% of all OWI allocations scheduled on commercial shows during the four-week period. 13% of the messages were rated "excellent" and 53% "good", with daytime shows having a slight edge over evening programs.

Tabulation of the answers to the four questions: (1) where the message was placed—opening, middle, closing, or within script; (2) by whom given; (3) technique; (4) length—revealed that the majority of war messages is delivered by announcers at the close of the program. 65% of the 257 programs spotted allocations in the closing; 13% in the middle; 9% in the opening and 5% repeated throughout the broadcast. Announcers delivered 68%; program stars 25%; guests 4% and unidentified actors 2% of the allocations.

NAB Kit Mailed

NAB has mailed to all stations a copy of the radio kit to be used in the National War Fund Campaign, accompanied by a letter from J. Harold Ryan, NAB president. The OWI Radio Section has designated Sept. 25-Nov. 1 for all War Fund radio allocations. The NAB kit contains material on radio information such as station breaks, live spots, and human interest stories on the National War Fund services. It is arranged as a file, and gives directions for securing radio material.

Cuba Honors Newsmen

FOR FAIR and impartial coverage of the Sept. 4, 1933 revolt of the Cuban Army sergeants and privates, lead by President Fulgencio Batista, the Cuban president several weeks ago, honored 14 Cuban and American newsmen, three of them now with CBS. Decorations went to Edmund A. Chester, CBS director of Latin American Relations, then chief of the Latin American Department of Associated Press; Lawrence S. Haas, CBS director of shortwave news, then manager of the United Press Caribbean Division, Havana; and Alex Garcia, CBS Havana correspondent, then assistant to Mr. Haas.

FARM FESTIVAL of WNAX Yankton, S. D., honoring wartime farmers was a great success, as these smiles prove. Military men, radio men, farmers and interested spectators crowded into Yankton for the second annual Midwest Farmer Day. Highlight of the celebration was announcement on the *Vox Pop* program of the typical 1944 Midwest Farmer. Among industry men attending were (l to r, seated): Don Inman, station manager; Ted Enns, national sales executive of the Iowa Broadcasting Co., N. Y.; Roy Miller, Katz Agency, Chicago. Back row (l to r) are: Paul Blakemore, Blakemore Agency, Des Moines; Mike Flynn, Morris Kellener, Katz Agency, N. Y.; Jack Paige, WNAX public relations; Phil Hoffman, vice-president of the Iowa Broadcasting Co., and station manager of KRNT Des Moines; William Bailey, Katz Agency, Kansas City; David Decker, Katz Agency, Chicago.

ANACIN CO. CITED IN FTC COMPLAINT

ANACIN Co., Jersey City (proprietary) has been charged in a Federal Trade Commission complaint with disseminating false advertisements in newspapers, periodicals, pamphlets, circulars and other literature which misrepresents the therapeutic properties of Anacin tablets and fails to reveal their potential danger to health when self-administered indiscriminately. Complaint did not mention radio advertising.

The former Blackett-Sample-Hummert, Anacin agency, was also cited in the complaint. The respondents have been granted 20 days to answer.

Colgate Stipulation

STIPULATION by Colgate-Palmolive-Peet Co., Jersey City, that it will cease certain claims for its Palmolive line is not expected to affect materially the sponsor's radio advertising claims. Prior to the Federal Trade Commission announcement of the stipulation last week the company is understood to have adjusted its claims by removing certain superlatives. Most of the FTC charges were based on out-dated advertising, it is understood. The company's stipulation permits it to retain the Palmolive trademark though other oils than palm and olive are said to be used in manufacture of products carrying the name.

FM Station for FCC

W3FXC are the call letters of an FM station the FCC will establish in Washington to secure technical data on FM. Station will be operated by engineers in the FCC field division, on 50 w on any frequency between 42,000 and 50,000 kc, with both wide and narrow band transmissions. FCC hopes that some data will be obtained in time for use at the FCC allocations hearings Sept. 28.

Russell Joins Probe

APPOINTMENT of Louis J. Russell, veteran FBI investigator, as attorney-investigator to the staff of the House Select Committee to Investigate the FCC was announced last week by John J. Sirica, general counsel. A native of Louisville, Mr. Russell's career began as a professional ballplayer when he was 18 with the Louisville team of the American Assn. In 1934, while attending Columbus U., Washington, he went to work for the FBI and subsequently served as supervisor of criminal accounting with the Newark, Indianapolis, Oklahoma City and Hartford field offices and in Washington. In 1941 he resigned to become chief of detection for the Thos. A. Edison Co., West Orange, N. J., but after six months returned to the FBI. Mr. Russell has a daughter, 6. His wife died a few years ago. He lives in Washington.

Transit Radio

CAPITAL TRANSIT Co., Washington, D. C., last week was granted a construction permit for a new special emergency land station and 30 portable mobile units for essential two-way communication between the central dispatcher's office and emergency repair units. Although this type of service has been in extensive use by light and power companies, it has only been recently that metropolitan transportation companies have requested similar facilities. Similar grant was made a fortnight ago to the Cincinnati Street Railway Co.

PEP UP YOUR ADS
With These Gorgeous
EYEFULLS
In Full Color

Set of 20 girl beauty pictures in striking poses 4x5 to 6x8 with Picture Catalog listing 300 full-color reproductions of original paintings by well known artists (all sizes)—girls, babies, floral, religious. Inspirational, effective. Sent postpaid for $1.00.

FRANK MATTHEWS
Dept. BC
111 W. Washington St. Chicago 2

Release of Radio Equipment Awaits General Reconversion

Production Cutbacks May Open Manufacturing Facilities to Their 1939 Level

RELEASE of transmitters and other equipment vital to broadcasting will have to wait until the sweeping reconversion "blueprint" is put into effect and it is learned how the 40% production cutbacks will affect radio, it was learned last week from Ray C. Ellis, director of the WPB Radio & Radar Division. As far as radio receiver sets are concerned, cutbacks estimated most recently as 30% by Radio & Radar officials would take civilian set production facilities back to the high 1939 level.

Restrictions will be removed after V-Day in Germany, Mr. Ellis said, but it is impossible to tell at this time just *what* restrictions.

General Cutback Effect

As to how the general reconversion, which is planned after the defeat of Germany, would affect broadcasters' needs generally, officials of the Radio & Radar Division indicated that the production cutbacks planned in the "blueprint" would open up civilian manufacturing facilities to their 1939 level. The "reconversion blueprint" was developed by Charles E. Wilson's production executive committee before he resigned as executive vice-chairman.

According to John Creutz, chief of Domestic & Foreign Branch of the Radio & Radar Division, it will be necessary to wait and see how the cutbacks in component parts will operate once the reconversion plan is made effective, which will be after the defeat of Germany.

Meanwhile the Components Recovery Section of WPB took action giving distributors the right to obtain stocks to meet emergency requirements of contractors from idle and excess component stocks. The action was in the form of a letter from Mr. Ellis to the industry giving a rating floor of AA-5 or better for all wholesale distributors. Component and material manufacturers will be encouraged to require war contractors and subcontractors with whom they deal to place orders for components and materials long enough in advance to give protection during the necessary period of production, WPB officials said.

It was indicated that the reconversion plan, due to be submitted soon to James F. Byrnes, director of the Office of War Mobilization, would "retain manpower regulations until the labor supply is large enough to have them removed."

MBS Service Program To Have 'Host' Sponsors

A PROGRAM designed to smooth the way for the wounded serviceman returning to civilian life will be presented on 245 Mutual stations Tuesday, 8:30-9 p.m., under the joint auspices of the Army, Navy and American Red Cross, with different commercial firms as "hosts" each week, paying time, talent and production costs.

Tentatively titled *We Live Again* and expected to start in mid-October, the program will originate in various service hospitals. Bob Hope and Joe E. Brown, co-chairmen of the "performers committee", speaking from Hollywood will hold two-way radio conversations with combat casualties. In addition, guest stars will join the men at the hospitals in staging the broadcasts. Format of this part of the program will be flexible and adapted to the talents of the visiting celebrity.

An approved list of acceptable sponsors has been drawn up and each invited to take over one of the weekly broadcasts. Series is slated to run 52 weeks. Sponsors are not expected to be released until the first 13 broadcasts are accounted for.

AMERICAN TELEVISION Laboratories has appointed J. Frank Shea public relations director in Hollywood.

Schechter to Australia

Maj. Schechter

MAJ. A. A. SCHECHTER, former director of news and special events of NBC, has assumed his new duties as officer in charge of radio, Army Public Relations Bureau, Southwest Pacific area, commanded by Gen. Douglas MacArthur. Maj. Schechter was head of the radio office of Army Air Forces from May 1943 until June 1944. Before entering the Army he was attached to the news bureau of the OWI Domestic Branch.

UOPWA Eyes Radio

THE UNITED Office and Professional Workers of America, CIO, which held its fifth convention in Philadelphia last week, on Sept. 7 announced nationwide plans to extend organizing activities into offices of the radio industry. The resolution adopted by the convention listed as one of the minimum organizing aims of the union, extension to those employed in the field of radio.

Magazine on 75

AMERICAN Poultry Journal, Chicago, will begin sponsorship Oct. 30 of a thrice-weekly five-minute transcribed program on 75 stations, 52 weeks. Simmonds & Simmonds, Chicago, is agency.

CIO to Monitor Labor News Trend

CIO POLITICAL Action Committee, in New York, this week puts into operation a radio monitoring system to determine how labor news and news of the PAC itself is being handled. Where unfair and consistently unfavorable treatment is reported, the PAC will ask cooperation of stations in more impartial handling—where balanced coverage is found, stations will be publicly commended, according to Leila Sussman, who is heading the new "Radio Monitoring Service" as radio content analyst.

Both network and local news programs will be monitored, Miss Sussman said. A selected list of 30 network news programs with the largest audience, will be covered from New York by Miss Sussmann and various volunteers, who will be assigned to one or more periods. PAC regional directors are being asked to set up committees to cover local news programs throughout the country. It was still too early last week to determine how wide local coverage would be.

News monitoring system will be uniform for both groups. Each monitor will be supplied with a code check sheet, listing 15 different topics relating to labor, and including the PAC. Monitors while listening merely have to check after any subject that is mentioned whether treatment was favorable, unfavorable, neutral, or balanced.

All sheets will be turned in each week to New York headquarters, where results will be tabulated and summarized by Miss Sussmann. Findings will be made public from time to time, and they will be available for study at any time to anyone. Sheets and results will be returned to local monitoring committees for their own use.

WOSH BOYCOTT

Station Will Not Broadcast Roosevelt Speeches

WOSH Oshkosh, Wis. has refused to carry any of President Roosevelt's speeches "until after the forthcoming election", because of the so-called "political" nature of the President's Bremerton address, according to a letter sent Stephen Early, secretary to the President, by Myles H. Johns, WOSH president, on Sept. 7. The text follows:

Dear Mr. Early: This letter is to notify you that after careful consideration, I have decided that this radio station will be unable to carry any of President Roosevelt's speeches until after the forthcoming Presidential election. This decision has been reached because I honestly believe that the President's recent much publicized address was "political" in its entirety. Our station is carrying a number of campaign speeches in behalf of or by candidates for both Presidential and other federal and local offices, all of which are being paid for at our regular advertising rates. Consequently, in order to comply with sections 3.421, 3.422, 3.423 and 3.424 of the FCC Rules and Regulations for Broadcast Services, I have decided it is necessary for our station to not accept future political speeches of Mr. Roosevelt's except at regular published advertising rates. In this way we will not only be complying with the FCC Regulations but also operating under a policy fair and just to all political aspirants. Sincerely yours, Miles H. Johns.

Vocal Security

Two speakers might make the same speech; one depress—one impress. How it's said makes all the difference in how they respond. WAIR talks the language of its listeners in the manner that its listeners understand and like.

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

FIRST IN ALASKA

790 KC KFQD 1000 W

ALASKA BROADCASTING CO.

Nat. Rep: Pan American Broadcasting Company

342 Madison Ave., N. Y. C.

KOVERAGE

RESULTS

OUT-DISTANCES COMPETITION

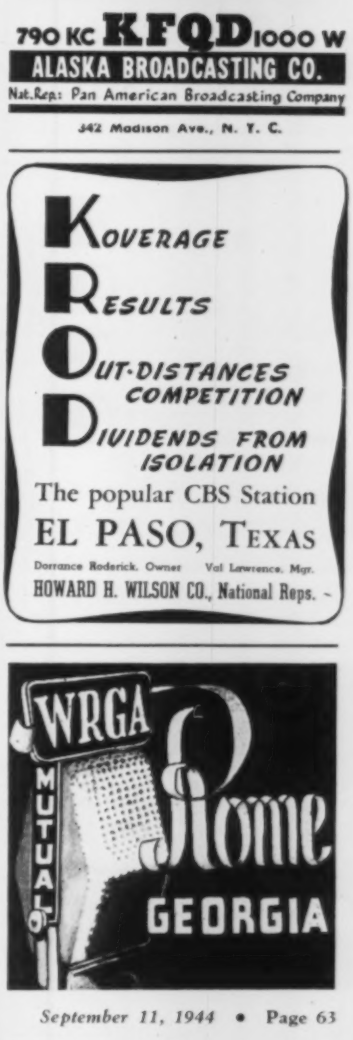
DIVIDENDS FROM ISOLATION

The popular CBS Station

EL PASO, TEXAS

Dorrance Roderick, Owner Val Lawrence, Mgr.

HOWARD H. WILSON CO., National Reps.



Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 2 TO SEPTEMBER 8 INCLUSIVE

Decisions . . .

SEPTEMBER 4

WTEL Philadelphia—Granted license to cover CP increase power and changes in equipment.

WSON Henderson, Ky.—Granted license to cover CP authorizing increase power, changes in equipment.

KTYW Yakima, Wash.—Granted mod. CP for extension completion date from 9-11-44 to 10-11-44.

KCMO Kansas City—Granted mod. CP authorizing power increase for extension completion date from 9-4-44 to 12-5-44; conditions.

Filene's Television Inc., Boston—Placed in pending file application for new FM station.

Home News Pub. Co., Brunswick, N. J.—Same.

KGKL San Angelo, Tex.—Same.

Macon Telegraph Pub. Co., Macon, Ga.—Same.

The Philadelphia Inquirer, a Division of Triangle Publications, Philadelphia—Same.

Times Picayune Pub. Co., New Orleans—Same.

Times Star Pub. Co., Alameda, Cal.—Same.

The Evening Leader, Corning, N. J.—Same.

E. Anthony & Sons Inc., Boston—Placed in pending file application for new commercial television station.

Connecticut Television Co., Greenfield Hill, Conn.—Same.

The Philadelphia Inquirer, a Division of Triangle Publications, Phladelphia—Same.

WDAS Philadelphia—Same.

SEPTEMBER 5

WHBU Anderson, Ind.—Granted transfer control from Leo M. Kennett and Cora C. Kennett to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt for $45,000.

WCAR Pontiac, Mich.—Granted special service authorization operate from 7 a.m. to local sunrise from 9-1-44 to 4-1-45.

National Broadcasting Co., New York—Granted extension of authority to transmit programs to CBM CBL and oher CBC stations; likewise recorded programs to all CBC stations consistently heard in U. S.

Don Lee Broadcasting System, Hollywood—Granted authority to transmit programs to CKWX.

WFDF Flint, Mich.—Granted license renewal for main and auxiliary transmitters for period ending 5-1-47.

WJBO Baton Rouge, La.—Granted license renewal for period ending 5-1-47.

WRRF Washington, N. C.—Same.

KPQ Wenatchee, Wash.—Granted application for reinstatement of CP as mod. for increase 250 w to 1 kw, install DA, extend completion date to 11-1-44.

WGOV Valdosta, Ga.—Denied without prejudice petition to reinstate application for CP change frequency and for 1 kw D 250 w N unlimited.

KONP Port Angeles, Wash.—Granted 30 day extension time to comply with CP.

KLRA Little Rock, Ark.—Upon consideration of KLRA petition to cancel authority for program tests and designate for hearing applicaion of KWBU Corpus Christi, Tex., for license, and because of interference to KLRA, said KWBU application designated for hearing on engineering conditions set forth in KLRA petition.

Applications . . .

SEPTEMBER 5

WSNJ Bridgeport, N. J.—Mod. license move main studio.

WJXN Jackson, Miss.—Mod. CP authorizing new standard station for approval antenna, transmitter and studio locations.

WCRS Greenwood, S. C.—CP new FM station, 44,700 kc 5,305 sq. mi., $20,860 estimated cost.

WLOL Minneapolis—CP make changes in equipment, increase power, amended to change transmitter location.

KVSO Ardmore, Okla.—Vol. assgn. license from The Ardmoreite Pub. Co. to John F. Easley (returned, incomplete).

SEPTEMBER 8

WQAN Scranton, Pa.—Involuntary assgn. license from The Scranton Times (co-partnership-E. J. Lynett, Wm. R. Lynett, Elzabeth R. Lynett and Edward J. Lynett Jr.) to The Scranton Times (co-partnership-Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett Jr.).

KQV Pittsburgh—Transfer control from H. J. Brennen, H. K. Brennen, Sara A. Brennen, Margaret M. Brennen and Thelma B. Bregenser to Allegheny Broadcasting Corp.

WKAT Miami Beach, Fla.—CP change 1360 kc to 820 kc, increase 1 kw to 50 kw, install new transmitter, DA, and move transmitter.

WGGA Gainesville, Ga.—Acquisition of control by Charles Smithgall through purchase 20 sh (11.43%) from Austin F. Dean (resubmitted).

Sun Pub. Co., Jackson, Tenn.—CP new FM station, 47,100 kc, 13,400 sq. mi.

Farnsworth Television & Radio Corp., Fort Wayne, Ind.—CP new FM station, 46,100 kc, 8,500 sq. mi., $40,000 estimated cost.

KORE Eugene, Ore.—Involuntary assgn. license from Frank L. Hill and Violet G. Hill d/b Eugene Broadcast Station, to Violet G. Hill, individually and as administratrix of estate of Frank L. Hill, deceased, d/b Eugene Broadcast Station.

in the CONTROL ROOM

FRANK PATTERSON has joined the transmitter staff of CHEX Peterborough, Ont.

HARL HOCKEBORN of the WFBL Syracuse control room staff, has reported for induction into the Armed Forces.

C. F. SCHULTZ, former engineer of WGN Chicago, has joined KHJ Hollywood.

J. A. MAYER, supply sales manager of Graybar Electric Co., New York, has been appointed Atlantic district manager, succeeding A. L. Hallstrom who is retiring. Mr. Mayer has been with the firm 31 years.

CARL B. DeLAY, chief engineer at WFOY St. Augustine, Fla., is the father of a boy.

WALTER H. DYER, formerly with RCA, will head Zenith's automotive set division, Chicago, it was announced last week by J. J. Nance, vice-president and director of sales.

RUSSELL B. STURGIS, NBC engineer on leave with U. S. Army, has been promoted to major.

BOB DOWNEY, honorably discharged from the Navy, is now a control operator with WCOP Boston.

PINCKNEY REED, field engineer of the RCA Service Co., is back in the U. S. after nearly a year's assignment in Brazil. Mr. Reed will be assigned to the Naval Research Lab., Washington.

DR. A. M. SKELLETT has been named chief engineer in charge of research at the National Union Research Labs., Newark, N. J.

RICHARD KLEEMAN, released by the Marines, has joined the engineering staff of KOIL Omaha.

ANITA BLOSSER is the newest addition to the engineering staff of WWNC Asheville, N. C.

RAYMOND (Bud) CHELL, assistant chief engineer at WITH Baltimore, has joined the Navy. His successor is George McGuigan, who has been on the WITH engineering staff for two years.

I. B. Sparks

I. B. SPARKS, 50, vice-president of Gilfillan Bros., manufacturers of radio receiving sets, died Aug. 30 following five-week illness, in Pasadena, Cal. He had been associated with that firm since 1924.

Blue Special

BLUE network will open at 6:30 a.m. (EWT), an hour-and-a-half before the usual opening time, Thursday, Sept. 14, to present a special quarter-hour program celebrating the 130th anniversary of the writing of the "Star Spangled Banner" by Francis Scott Key. Network will close at the end of the program and re-open again at 8 a.m.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
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Radio Engineering Consultants
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"FIRMAGE'S RENEWING AS USUAL"
writes ARCH MASDEN—KOVO
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Announcer. Experienced newscaster, also capable of routine studio work. 5 KW network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

Transmitter engineer for 5 KW midwest station. Must hold Radiotelephone First Class license. Salary $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

Account Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Medium sized Chicago advertising agency wants intelligent, experienced girl with bookkeeping background to handle billing and paying. Prefer girl with experience handling radio contracts. Box 613, BROADCASTING.

Wanted Announcer that is good enough to draw top pay with Blue affiliate. Include all information yourself first letter and when can report for duty. Box 614, BROADCASTING.

Announcer, 5 KW progressive NBC affiliate in major market. $45.00 for 40 hours plus talent fees. Our good men make $80.00 to $100.00 weekly. Box 650, BROADCASTING.

Wanted First class operator, some experience. Radio Station WMFF, Plattsburg, New York.

Copywriter If you are a good radio copywriter, particularly with retail experience, and want a permanent position with a well established agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

Chief engineer wanted for 250 watt Mutual station. Permanent position in non-defense area. Give experience, salary requirements first letter. KFFA, Helena, Arkansas.

Wanted Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Wanted First class operator, program director, announcer. Good opportunity for right men. Non-defense area. Replies confidential. WTMC, Ocala, Florida.

Wanted at Once. Operator or operator-announcer holding restricted telephone permit. Give experience, draft status and salary required in first letter. WPAD, Paducah, Kentucky.

Wanted Associate chief engineer. Permanent. Some announcing. Free apartment. Forty-five dollars. Wire or write J. C. McCoy, WAIM, Anderson, S. C.

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Staff announcer. NBC regional affiliate fine working living conditions. Submit full application education, experience, family, wages desired. KGHL, Billings, Montana.

WANTED

Program Director who is commercially minded, who has successfully coped with high-rated competitive schedules on major network stations. Must be able to handle traffic, supervise announcers and production. Columbia regional station in southwest has permanent place with bright future. Submit experience, qualifications, present salary, photograph, when available and full particulars in first letter.

BOX 653, BROADCASTING

Help Wanted (Cont'd)

Copy writer, experienced. Good position with 1,000 watt midwest station. Good salary, based on your experience, for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Aggressive, young news editor with flair for promotion and publicity. Announcing experience helpful. Give full details in application. KGHL, Billings, Montana.

Announcer Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post war stability. Send photo, draft status. Reference, transcription.

Situation Wanted

Available—station manager. 8 years radio experience; now in fifth year as station manager. Age 30, 4F draft status, B. A. degree. Familiar with all phases broadcasting including sales, production, management, continuity and on-the-air work. Single. Eastern or midwest location preferred. Want permanent affiliation, preferably with station planning television. Box 598, BROADCASTING.

Chief engineer, radio broadcasting, communications, ten years diversified experience. Specialist audio facilities. References exchanged. Draft status improbable. Salary $100 week. Box 622, BROADCASTING.

Station manager or chief engineer, now employed available four to six weeks. Age 38 with fifteen years success in these two positions. Familiar with and experienced in FCC regulations and hearings. Left broadcast field past three years to do specialized radio work as civilian for Armed Forces. Now employed by large radio company. Permanent forward looking connections in west preferred. Box 625, BROADCASTING.

Radio engineer. First class license. Prefer connection with station in midwest. Fifteen years broadcasting. Please give complete information first letter. Box 626, BROADCASTING.

For play-by-play football this fall: Sportscaster, two years' NBC 5000 watt seasoning. Michigan graduate with Big Ten athletic background. Presently employed as chief announcer. Free to go anywhere. Box 541, BROADCASTING.

Situations Wanted (Cont'd)

West coast woman director and announcer, who has had considerable experience, desires directing, producing or announcing position in network station at the most 300 miles from New York City. Details and transcription upon request. Box 642, BROADCASTING.

Two young men, thoroughly trained, dependable, single, 4F, desire connections as announcers in same station. Will go anywhere. Box 643, BROADCASTING.

Sports announcer Six years experience all sports, including championship fights, football, basketball, baseball. Present employers unable to carry football this fall. I'd like to broadcast schedule of games on a free-lance basis, on an eastern station. Having successfully handled national accounts on network stations, I know I can do a top-notch job for you. Box 644, BROADCASTING.

Station manager or assistant. 10 years radio experience successfully filling every position from announcer to news editor and night manager. 8 years present location, key eastern network-operated station. Complete knowledge broadcasting, including sales, production, programming, music, etc. Plenty of selling and executive experience before entering radio. Equipped by training and study to develop personnel. An idea man, natural organizer, capable of acquiring the necessary sales connections. 40 years old, married, one child, draft exempt. Box 646, BROADCASTING.

Production man 11 years experience; now program director of 5000 watt NBC station. Desires position with larger station or reputable agency. Knows all phases of broadcasting. 4F, married, college education. Background includes acting, writing, producing for stage as well as radio. Showmanship a specialty. Box 648, BROADCASTING.

Platter jockey! Not just another record spinner, but a real personality, able to produce A-1 morning show. Five years experience announcing, writing, production and engineering. Now employed metropolitan midwestern station. Box 654, BROADCASTING.

Program-production manager. Seven years experience large and small station operation as musician, announcer, actor, producer, program manager. Prefer major market. Box 657, BROADCASTING.

Situations Wanted (Cont'd)

Woman with broad experience in sales, office work, including stenography, wishes permanent position radio advertising field in Chicago, agency, station rep. or radio station. Already has limited experience field. Box 661, BROADCASTING.

Announcer with 3rd class ticket and twelve years in radio. Prefer west coast or mountain states. Available October 1st. Known on the air as Si Perkins, Osborn, Ohio.

Station or sales manager available. Background newspaper, chamber of commerce. Excellent references. Top-notch sales, promotion and producing ability. Thoroughly experienced. Married. Over draft age. Prefer southeast or southern. Box 660, BROADCASTING.

Newscaster-announcer, educated, traveled, business background. Medical discharge, 36. Box 647, BROADCASTING.

Attention, western stations! Two young industrious women with good training in announcing, all phases, continuity and script writing, programming and radio technique desire positions together. Write Box 658, BROADCASTING.

Woman, college experienced in announcing, continuity, dramatic writing, control board, turntable, directing, journalism. Will go anywhere. Box 659, BROADCASTING.

Wanted to Buy

Wanted Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted Full or part interest in local station. Box 589, BROADCASTING.

Wanted RCA MI-4856 Lateral pickup head, with or without arm. Will buy or swap equal value in copper ground wire. Box 652, BROADCASTING.

Wanted to buy Frequency and modulation monitors. Also 100, 250, 1000 watt equipment. Cash deal. Wire or write. Box 656, BROADCASTING.

Wanted Frequency monitor and modulation monitor. Phone Central 6595, collect. Chicago, Mr. Clifford.

For Sale

For sale: Presto 8K, Box 645, BROADCASTING.

For sale RCA 250 watt transmitter in good condition for immediate sale. Box 649, BROADCASTING.

Will sell 250 watt local full-time network station, New York State. Write Box 651, BROADCASTING.

For sale. 250 watt network affiliate, southern state. Box 655, BROADCASTING.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Qualify for promotion; study at home: management, writing, traffic, newscasting, production, television. Free student placement service. Course prepared by network executives. Chicago Institute of Broadcasting & Television. Suite B818, 32 West Randolph, Chicago, Illinois.

Federal or RCA Field Intensity Measuring Set for sixty or ninety days use. American Broadcasting Corp., Radio Bldg., Lexington, Kentucky.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of
U. S. Recording Co.
Custom Built Broadcast and
Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

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Engineers and Designers
AM - FM
TELEVISION
Now Designing for Post War
96 Liberty St., N.Y.C. Beekman 3-0207

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Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
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Montreal Trust Bldg., 67 Yonge St., Toronto

The **SCHOOL** *of*
RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
8 Weeks' Evening Course
SEPTEMBER 19
6 Weeks' Day Course
OCTOBER 2
Taught by Network Professionals, for Beginner & Advanced students, include:
- Announcing
- Newscasting
- Continuity Writing
- Commentating
- Station Routine
- Acting
- Diction
- Voice

Co-ed. Moderate rates. Inquire!
Call or Write for Booklet B.
R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

NAB Plans Drive To Revise Statute

Committee to Inform Congress Of Legislative Problems

FORTIFIED with the knowledge that Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, advocates new radio legislation [BROADCASTING, Aug. 28], the NAB Legislative Committee plans to go all out for a definitive law early in the next session of Congress.

That disclosure was made by Don S. Elias, WWNC Asheville, N. C., Legislative Comittee chairman, following his anual report a fortnight ago at the NAB Executives War Conference in Chicago. At that time he said that because of the war and election this year the Committee had abandoned hopes for legislation this session, but would follow through early next year.

"We went into the fight conscious we couldn't get any legislation this year," said Mr. Elias. "The Committee worked hard, spent a lot of time in Washington, but we found a lot of lack of interest in legislation in Congress." Few members seemed to know anything about radio's problems, he added.

To Provide Facts

Under plans of the NAB Legislative Committee, pertinent information about the need of legislation tuned to radio's growth will be placed in the hands of every NAB member. In turn the members will be asked to counsel their own Senators and Representatives and to invite them to their respective stations to learn the whys and wherefores of broadcasting.

"What we want is definitive legislation that broadcasters can understand without a Supreme Court decision, to tell us how to run our business," said Mr. Elias. "If regulations are necessary—and they are—then they should be made and not shifted on us. If the FCC has no idea of controlling programs—and they tell us they don't—then it should be written into the law that they shall not. Regardless of who is on the Commission, we need to have it in the law. That's just one of the things we want clarified."

Mr. Elias, referring to Rep. Lea's article in the Aug. 28 BROADCASTING, declared: "Congressman Lea has come out flat-footedly and says we need a new radio law. He has had a chance to study the Act and the Commission. We hope to inform other Congressmen as to our problems. It's a long time since we've had any legislation. It's time Congress acts."

Doughnut Spots

DOUGHNUT CORP. of America, New York, in promoting Downyflake for the first time on radio, last week started a 13-week campaign in five markets. One-minute transcribed spot announcements are used at varying frequencies on WMUR WSIX KOL WMAM WIBX. Agency is Grey Adv., N. Y.

FRENCH DRAMA MEETS RADIOMEN

Eyewitness Account of Riviera Landings Sent 'Broadcasting' by Maj. Pellegrin

ABOARD one of the first LST's to hit the Riviera beach in the recent landings in Southern France was Maj. Frank E. Pellegrin, executive officer in charge of operations, and former NAB director of broadcast advertising, and KOIL Omaha commercial manager. He and several other radio officers [BROADCASTING, Aug. 28] went in with a mobile 299 radio transmitter.

They did several recordings aboard the boat, and then within an hour and a half of H-Hour they were sending press and radio copy to Rome, "where it was held for release of the communique and then pooled for the world press". The communique on the landings was released at 12:10 and at 12-10:30 Chester Morrison of NBC, who had won first place in the pool of correspondents there, went on the air from the 299 transmitter.

Five Spools to Rome

"Five spools [of wire recordings] went back to Rome that night by courier plane," Maj. Pellegrin writes. "We hit the beach about two, drove inland, set up in a grove of trees, and Wickham had the transmitter going great guns late that afternoon, filing press and radio copy. . . . Late that first evening [Lt. Carl] Zimmerman set up another transmission period and Morrison, Vaughn Thomas [BBC] and Eric Sevareid [CBS] all got through with D-Day beachhead reports."

The major tells of an especially dramatic encounter with one of the captured German generals. "A couple of nights ago," he writes, "Gen. Tupper and I were called to Gen. Patch's headquarters; there, in a dark little office, lit only by two candles, a German major general, our first important captive, was brought in. He was Maj. Gen. Ludwig Bieringer, the Nazi "administrator" for this district.

"He sat down in the eerie candle light with us in the shadows—a regular Hollywood setting, accentuated by his monocle, graying hair, cigarette, gorgeous uniform of pale blue with red slashes down the legs, complete with shining boots, an Iron Cross and a row of ribbons. He spoke with unusual frankness; only a portion of the interview could be released.

". . . Immediately on news of our landing the French patriots had taken after him, beseiged him in a hospital where he had taken refuge, and French bullets were cracking through the windows at the very moment when our troops, like the old Cavalry column in the movie serials, came charging into the town for a nick-of-time rescue."

He writes of the magnificent French resistance and aid given to our forces—"by the Maquis as well as by gentle old ladies in fragile shawls. . . . These are a magnificent people," he continues, "they have never lost their pride, their self-respect, their fierce loyalty and their frightening hatred of the Nazis. . . . The way these French people say 'Les Boches' and spit, leaves little for the imagination."

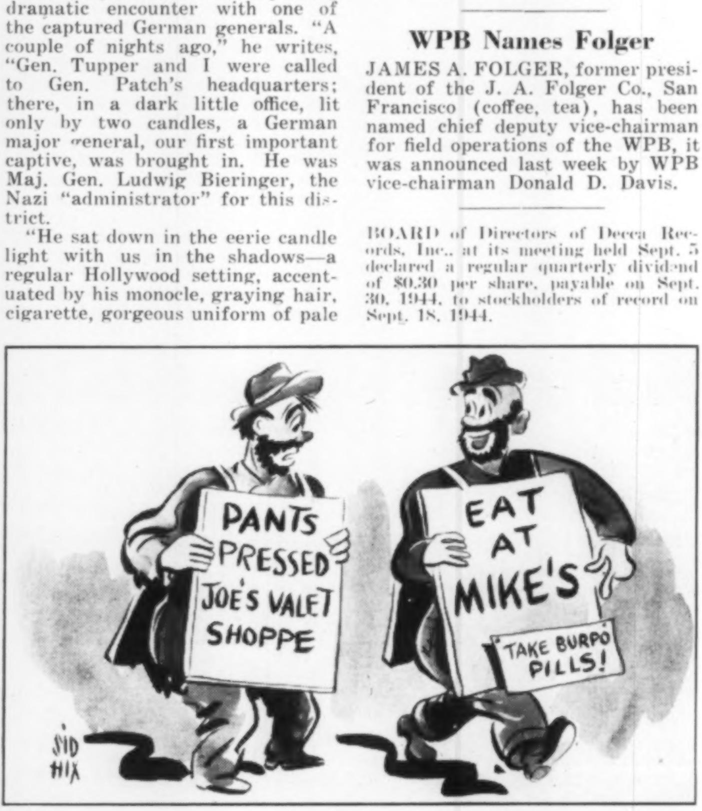
GF Expands Talent

GENERAL FOODS Corp., New York, in starting the *Kate Smith Hour* program on CBS Sept. 17, 7—8 p.m., has lined up Harry Savoy, comedian, and Jack Miller and his orchestra as permanent talent for the show. Ted Collins, producer of program, will act as m.c. Agency is Young & Rubicam, N. Y.

WPB Names Folger

JAMES A. FOLGER, former president of the J. A. Folger Co., San Francisco (coffee, tea), has been named chief deputy vice-chairman for field operations of the WPB, it was announced last week by WPB vice-chairman Donald D. Davis.

BOARD of Directors of Decca Records, Inc., at its meeting held Sept. 5 declared a regular quarterly dividend of $0.30 per share, payable on Sept. 30, 1944, to stockholders of record on Sept. 18, 1944.



Drawn for BROADCASTING by Sid Hix

"It's Called a 'Hitch-Hiker'—I Got the Idea From Radio."

Whan Survey Sees Okla. Listening Up

Number of Battery Sets Show Decrease Over Year Ago

BATTERY scarcity is becoming a less important factor in Oklahoma listening, according to a survey conducted in the State by Dr. F. L. Whan, U. of Wichita. The survey is published by WKY Oklahoma City. Conditions of the batteries, with the effect of such conditions on listening, is brought out in the survey which shows that of families listening more than a year ago, only 15.7% utilized batteries, sets, and 41.7% used high-line; of families listening less than a year ago, only 15.7 utilized batteries, while 17.7% had high-line powered sets. This reveals that the number of battery sets is diminishing and battery scarcity will become a diminishing problem.

Radio ownership by type, condition of set, and classification of listeners by living standards, geographical location, age, sex and education are given in Dr. Whan's exhaustive survey.

Better than 1943

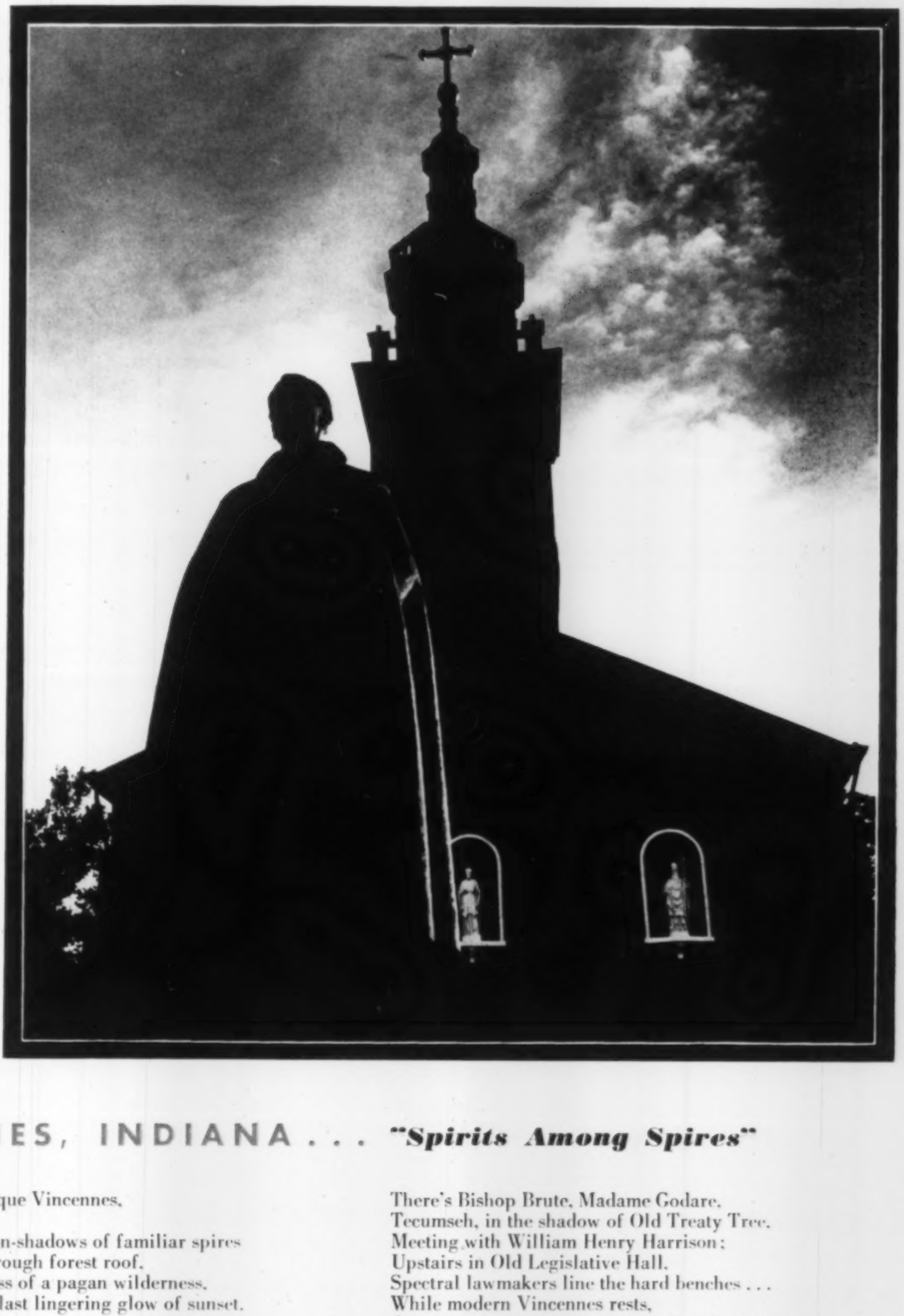
The spiral bound booklet, tab-indexed for ready reference, contains classifications of the 6,422 Oklahoma families interviewed, dividing them geographically according to population. Of the families reached in Dr. Whan's study, 96.9% have sets in their homes, of which 4.7 families reported sets not in working condition. Morning, afternoon and night listening is shown pictorially on maps done in four-color, which break the state up into counties and show listener preferences at different times of the day.

One section of the survey is devoted to a comparison of 1944 listening habits to those of 1943, with 43.1% of families reporting they spent more time listening to radio in 1944 than in 1943. Only 17.1% reported spending less time listening in 1944.

The survey concludes with a tabulation showing the frequency and reasons for listeners writing to radio stations over a three-month period. Largest percentage of those writing came from those, both of low and high income groups, who wanted to make a purchase. Next reason for writing a station was "to enter a contest," followed by response to a station offer, response to a station plea, and last, unsolicited letters.

Latins Tour GE

A BRILLIANT future for television in South America was forecast by three Latin American engineers on a visit to the GE plant in Schenectady where they inspected the company's broadcasting facilities recently. In New York on a scholarship are Walter Heininger, native of Brazil; Lucas Mujica, of Peru, and Jose Valladares, of Cuba. Their tour through the GE plant was under the guidance of Charles Feah, who formerly lived in Guatemala before joining the GE electronics department.



VINCENNES, INDIANA . . . *"Spirits Among Spires"*

By night, in picturesque Vincennes,
Heroic ghosts walk
Among the long moon-shadows of familiar spires
That once probed through forest roof,
To pierce the darkness of a pagan wilderness,
And grope for day's last lingering glow of sunset.

From statues wrought in bronze,
From granite crypts and graves of common clay,
They venture forth—
Some clad in priestly black,
Some in soldierly buckskin,
Some in the bright garb of Creole peasants,
Some few in beaded loin-cloths—
To walk beside the lyrical Wabash.

There's Clark, Vigo, Father Gibault,
And legendary Alice of Old Vincennes;
There's Bishop Brute, Madame Godare,
Tecumseh, in the shadow of Old Treaty Tree,
Meeting with William Henry Harrison;
Upstairs in Old Legislative Hall,
Spectral lawmakers line the hard benches . . .
While modern Vincennes rests,
A quiet, serene town, in an age of mighty cities.

Yet, there are those to whom the glory of the past
Is still a living heritage for the present,
A challenge hurled into the face of the future—
Folks, for instance, to whom the heritage means Home,
And folks like us, who admire, and second, the challenge.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

PIES ON REQUEST! Many readers have expressed a desire to have copies of this series. They will be available n, in brochure. To help us make our print order accurate and conserve paper, please make your request at once.